MARCH 21, 1955 35c PER COPY

BROADCASTING TELECASTING

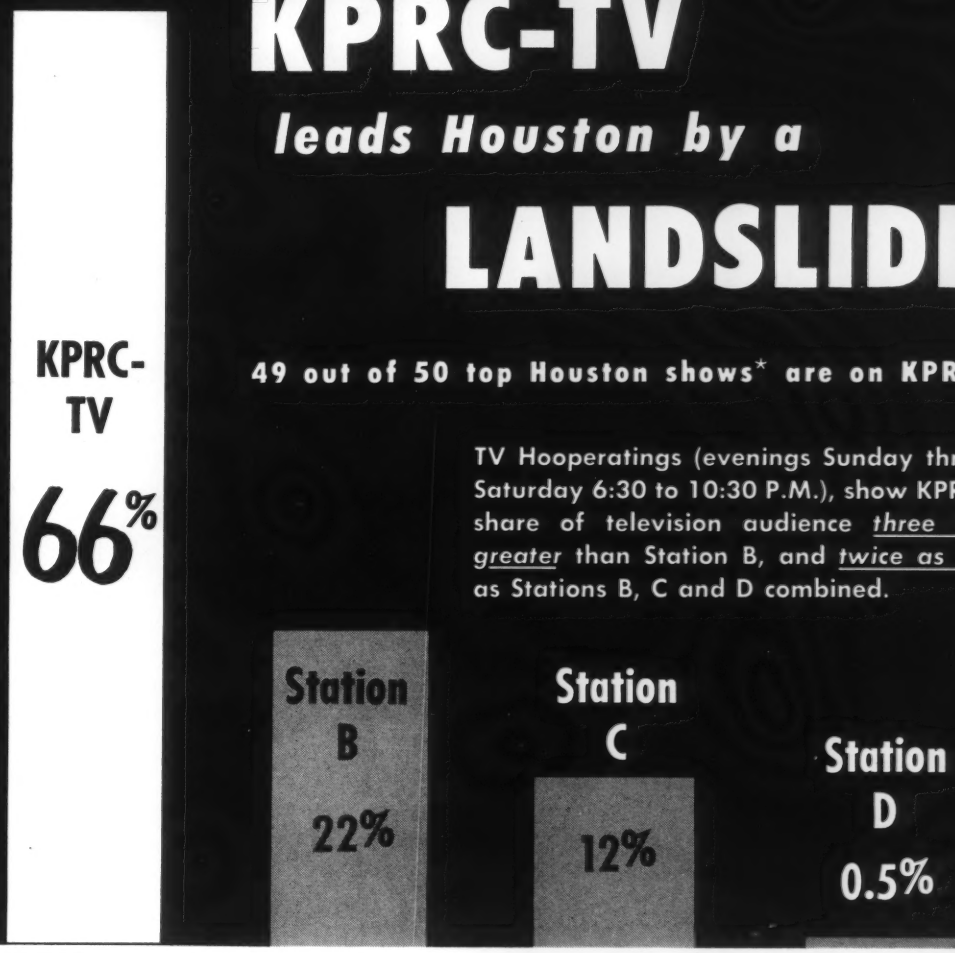
IN THIS ISSUE:

HOOPER - PULSE - ARB agree . . .

KPRC-TV
leads Houston by a
LANDSLIDE!

49 out of 50 top Houston shows* are on KPRC-TV

TV Hooperatings (evenings Sunday through Saturday 6:30 to 10:30 P.M.), show KPRC-TV share of television audience *three times greater* than Station B, and *twice as large* as Stations B, C and D combined.



*Hooper • January, 1955 (Pulse — 39 out of 40; ARB — 38 out of 40)

KPRC-TV

CHANNEL 2
HOUSTON

JACK HARRIS,
Vice President and General Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST IN TV EXPERIENCE WITH OVER 500 MAN-YEARS

24TH year

KoTv 6 CBS

Best Buy...

- **COVERAGE**

- **VIEWING HABITS**
- **NETWORK AFFILIATION**
- **TECHNICAL FACILITIES**
- **MARKET** 7th

  6th

  11th
- **RATINGS**

KoTv 6 CBS

Edward Petry & Co., Inc.

Check this ✓

Best Buy in Texas

In 6 weeks KGUL-TV's Range Rider has more than 10,000 club members and more than 60% of the TV Audience*. Here's a distribution map showing origin of membership requests from all over the Texas Gulf Coast.

*(ARB, Houston, January, 1955)

	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
6:00-6:15						
KGUL-TV (VHF)	26.4	27.4	27.8	29.5	26.2	22.3
Station A (VHF)	14.8	14.2	13.6	13.0	15.1	16.9
Station B (VHF)	0.8	1.0	1.9	1.0	1.2	2.7
6:15-6:30						
KGUL-TV (VHF)	27.2	27.2	27.0	29.1	26.6	22.7
Station A (VHF)	13.8	13.0	13.0	12.8	12.4	16.7
Station B (VHF)	0.6	0.6	1.4	0.8	1.6	2.9

kgul TV

CBS TELEVISION

F[redacted] C[redacted]

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

ed every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

going on seven . . . **and growing all the time**

On March 18, 1949, WGAL-TV televised its first show. Since that day, there have been many happy returns for both viewers and advertisers. In six years' time, WGAL-TV has grown from a pioneer in the field of television to a vital and dominant public-service force. Still growing, WGAL-TV enters its seventh year with a pledge to continue to give its viewers, its abundant area and its advertisers many happy returns.

WGAL-TV

LANCASTER, PA. NBC • CBS • DUMONT

STEINMAN STATION
Clair McCollough, Pres.

Representatives

MEEKER TV, Inc.

New York
Chicago
Los Angeles
San Francisco

closed circuit

HYPO FOR FM • FCC majority last week approved proposal to allow fm stations to multiplex auxiliary services such as functional music in addition to regular broadcast programming, with full report expected tomorrow (Tuesday). Comr. E. M. Webster dissented and Comr. John C. Doerfer had partial dissent. Comr. Frieda B. Hennock was absent.

B•T

ALTHOUGH details of fm multiplex ruling haven't been disclosed, FCC expected to allow fm stations to simplex functional music or other auxiliary service for year, provided regular programs are aired at least 36 hours a week. After first year, auxiliary service will be multiplexed.

B•T

SID DAVIS IN? • Sidney Davis, New York attorney, original choice of Chairman Magnuson of Senate Commerce Committee to head network-tv "study" has been induced to reconsider original declination and may accept appointment this week. Mr. Davis, 36, served last session as top counsel on Senate Anti-Monopoly Subcommittee under Sen. Langer (R-N.D.) and is associated with New York law firm of Phillips, Nizer, Benjamin & Krim. Graduate of Chicago U. Law School (1941), he was law secretary to Federal Judge Jerome Frank (1942-43); to Supreme Court Justice Hugo Black (1944); special assistant to U. S. Attorney General (1945).

B•T

CLAIM that formula has been discovered to measure sales induced by advertising, especially that on tv, made Friday to Assn. of National Advertisers meeting, set off chain reaction of lobby oratory and gave ANA one of most provocative topics in years. Other media, including radio, get unfair break, in opinion of some advertisers. They contend glamorous nature of tv gives false picture in data based on what advertising was seen or heard within eight-week period.

B•T

CHIMEBREAK SPOTS • It's still in nebulous, iffy stage, but NBC Radio's old plan for selling its chimebreaks for quickie commercial announcements may be brought up for reconsideration. In other words, officials are thinking of thinking about it. It's understood some agencies have been sounded out—along lines of $400 per announcement, 40 announcements per week, 26 weeks—but with NBC planning to make no decision for or against plan unless and until advertiser interest is evident. Plan was shelved, because of affiliate reaction, few years ago when NBC had Coca-Cola, American Tobacco and Pepsodent interested.

B•T

NBC'S NEW "Operation Redesign" may embrace proposal whereby network would seek hour option time between 6 a.m. and 9 a.m. on radio network and relinquish equivalent amount of evening time. Contention is that would give network additional wherewithal to do better job of radio programming. It is presumed that, if it works, other networks will follow suit.

B•T

PARTY POLITICS • Those close to New York State efforts to combat "bait-and-switch" advertising (see story, page 35) apprehensive that issue will be clouded by politics. Democratic Gov. Harriman wants state commission to handle problem while Republican State Atty. Gen. Javits favors action by his own office. Differences between two, already wide, may portend party dispute on what otherwise would have been placed above political interests.

B•T

LOS ANGELES broadcasters may hold special meeting this week to decide what if anything should be done about Nielsen Station Index which shows smaller radio audiences than other measuring services have been finding [B•T, March 14]. Meanwhile, Nielsen representatives have been conferring individually with radio men in Los Angeles and Philadelphia, where first NSI reports were criticized. Nielsen argument is that NSI, for first time, provides accurate measurement of contemporary radio audiences.

B•T

WAIT FOR ME • On fervent plea of Comr. Frieda B. Hennock, Senate Commerce Committee held up release of FCC majority report on Plotkin-Jones documents (story page 97) until late Friday, but of no avail. Comr. Hennock's lengthy dissent, presumably proposing move of all tv to uhf over 10-year transition period, wasn't completed in time so committee released majority report only. Chairman Magnuson, however, indicated Miss Hennock's views, when finally submitted (probably this week), would be given full consideration by his committee.

B•T

HOW MUCH additional money would FCC need to undertake network and related "studies" projected in its interim report to Senate Commerce Committee in response to Plotkin-Jones reports? Off-cuff estimate is minimum of $150,000; possibly $250,000. But since committee undertakes its own full-scale study, there is no need for FCC to duplicate effort at taxpayers expense.

B•T

COMMUNITY SYSTEMS • Tucked away in language of FCC's interim report to Senate Commerce Committee (above) is something more than inference that Commission proposes to investigate spread of community antenna systems and effect upon tv allocation. FCC states it is looking into methods of distribution. Authorities say this means community antennas as well as coaxial cable and microwave charges by AT&T and associated companies. FCC has never closed old docket on coaxial allocations.

B•T

CBS' PLANS for housing do not include Manhattan but rather "north of city," it's learned authoritatively. Network hasn't looked at Madison-Park Ave. realty for three years. CBS isn't negotiating for suburban site but is simply looking casually.

B•T

FILM MERCHANDISING • Television Programs of America will name Stone Assoc., New York, to represent all of TPA's television properties in merchandising. Properties include *Lassie, Captain Gallant of the Foreign Legion, Ramar of the Jungle* and others. Stone Assoc. was recently formed by Martin Stone and his brother, Alan Stone, former president and vice president, respectively, of Kagran Inc. (production and merchandising of *Howdy Doody* show), which was sold to NBC-TV by Martin Stone and others. Stone also handles Jackie Gleason Enterprises.

B•T

TO ANSWER broadcasters' questions about what and why of subscription television, Zenith has in production primer on "Phonevision and the Broadcaster." Gist is that toll tv is not competitive but will supplement "free" tv. Book should be off presses in fortnight.

B•T

DRY BILL • House Commerce Committee's new Transportation & Communications Subcommittee, headed by Rep. Oren Harris (D-Ark.), will be group during 84th Congress handling perennial dry-sponsored bill to prohibit liquor advertising, but measure won't be considered anytime soon. Present indications are bill (HR 4627) will go over to second session or come up last of first session.

B•T

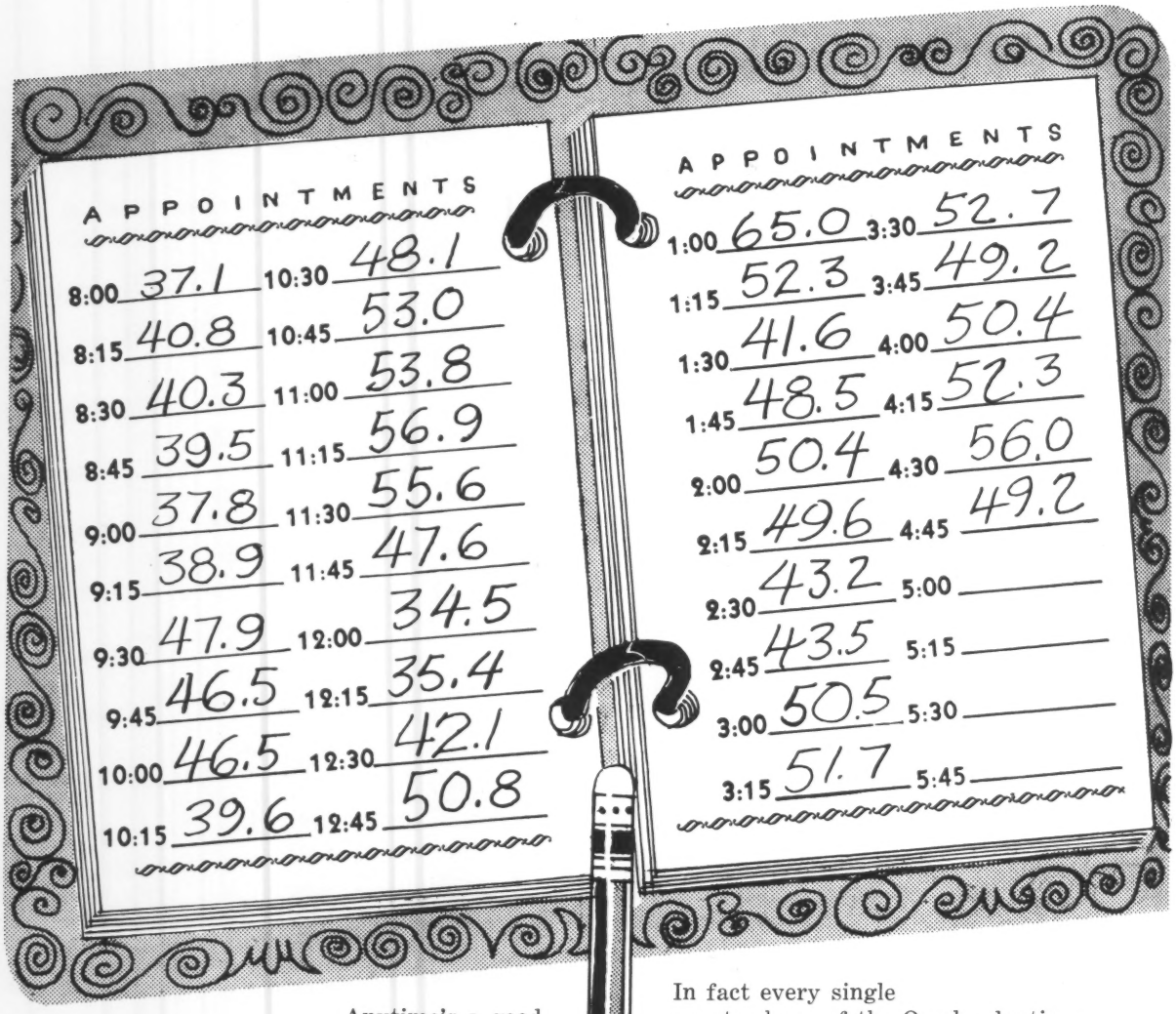
FCC staff men concerned about rash of unauthorized tv boosters which have cropped up in Washington State (story page 104). Reflectors use such minute power (.02w) that FCC'ers fear it will be tough nut to prove radiation is interstate, thus require licensing.

B•T

ULTRAFAX SEQUEL • Whatever happened to Ultrafax, RCA facsimile-tv project using Eastman film, introduced in 1947 as ultimate answer to highspeed record communications. (*Gone With the Wind* was transmitted in minutes)? RCA has quietly interred this project, presumably because it was too expensive and used too much spectrum space, but it's now learned RCA is working on new development to be announced shortly.

To avoid dis-appointment in Omaha, remember: On KOWH . . .

ONE GOOD TIME LEADS TO ANOTHER



Anytime's a good time for an appointment with Omaha on KOWH, where the lowest average quarter-hour share-of-audience is 34.5%, where the highest is 65% that's sixty-five per cent; where the average audiences are 45.3% a.m., 47.6% p.m., 46.7% all-day (next station 21.3%).*

In fact every single quarter hour of the Omaha daytime belongs to KOWH. Let the H-R man show you why it's impossible to get a bad time on KOWH; or talk to KOWH General Manager Virgil Sharpe.

* Hooper Continuing Measurements, 8 a.m.—6 p.m. Monday-Saturday, Oct. '54—Jan. '55.

KOWH OMAHA

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps, Inc.

at deadline

MEASUREMENT OF TV IMPACT ON BUYING GETS TOP ATTENTION AT ANA MEETING

NATIONAL advertisers showed intense interest Friday at Hot Springs, Va., in new plan which claims to measure television's impact by showing what induced people to buy products (early story page 29). In closed discussion Friday afternoon they peppered Dr. Joseph E. Bachelder of Gallup & Robinson research firm with questions on what he termed "revolutionary" technique just developed by firm.

New G&R survey shows 85% of tv homes can name products they bought as result of tv in last eight weeks, Dr. Bachelder said. He cited powerful impact of Pillsbury, Saran Wrap, Gleem and other tv commercials.

Advertisers asked pointed questions at closed meeting. They wanted to know exactly how G&R could tell that customer bought product as direct result of tv. Dr. Bachelder cited checkup techniques which he contended confirm results obtained when 1,000 homes a month are asked what products they have bought as result of seeing them advertised on television. They also are asked to recall specific shows and commercials, he explained. "Non-tv products are seldom mentioned," he said. Other advertisers contend there are "many variables" which might affect value of G&R data.

Some ANA members wondered if formula gives fair break to tv spot advertising. Dr. Bachelder said spots offer problem but told how G&R matches commercials heard on shows, on spots and on both. New customer index is better for shows but spot has better brand conversion record.

Daytime television showed extremely strong impact on viewers, he said, but refused to make public data on ground findings need more development.

At other Friday session, Rodney Erickson, Young & Rubicam vice president, pointed out desirability of changing programs and avoiding long-term commitments.

George Frey, NBC vice president, explained new NBC-TV plan to sell one-time spots, or more, on Sunday color spectaculars.

After closed meeting, Mr. Erickson said there was no appreciable loss in other media as result of tv, aside from radio. He contended tv will have to cut its cost-per-thousand figures, citing special Nielsen study. At present, he said, tv costs $4.14 per thousand per commercial minute whereas he thought it should be cut to $3. He cited comparable radio figure of $1.

Asked about color tv circulation, Mr. Erickson said there appeared to be manufacturers' strike against RCA, which he said has offered to supply its color tube at figure permitting $500 color set. He saw no need for pay-see television or theatre tv services. He said sports might be big attractions for them. William B. Smith of Thomas B. Lipton Inc. urged networks and stations to join in financing Nielsen tv circulation and coverage studies. Mr. Erickson said present tv set count figures are "not far off."

NBC Pacific Division Makes Executive Changes

TOP executive changes in West Coast NBC-AM-TV setup were announced last week by John K. West, Pacific Coast vice president.

Adding to his present duties as manager of KRCA (TV) Hollywood, Thomas C. McCray becomes responsible for Pacific Division radio network. He will report to Robert W. Sarnoff, NBC executive vice president.

Frederic W. Wile Jr. continues as NBC-TV Pacific Division programming vice president, reporting to Thomas A. McAvity, NBC-TV vice president in charge of television network. Thomas Sarnoff, NBC-TV west coast production director, becomes production and business affairs director, reporting to Earl Retting, network service vice president.

Spanish-Language Network Goes Coast-to-Coast

ORGANIZATION of Spanish-language Sombrero Network on coast-to-coast basis covering more than 2.5 million Spanish-speaking people in U. S. announced Friday by Richard O'Connell, New York, station representative.

Mr. O'Connell said flagship station, KCOR San Antonio, will supply soap operas and other taped material to all affiliates, including KWKW Pasadena, KCCT Corpus Christi, KTXN Austin, KABQ Albuquerque, WHOM New York, KGBT Harlingen, Tex., and XELO Juarez and XEDF Nuevo Laredo, both in Mexico.

AT&T's Craig Gets $206,800

CLEO F. CRAIG, American Telephone & Telegraph Co.'s president, was paid total of $206,800 last year, according to AT&T's proxy statement notifying stockholders of annual meeting April 20 in New York City. Other highest paid AT&T officers: Hal S. Dumas, executive vice president, $156,920; William C. Bolenius, vice president, $97,250; Arthur W. Page, $30,000 for consultant services and $11,600 as salary. Biggest legal retainer paid by AT&T was $10,000 to John W. Davis, director of AT&T and member of Davis, Polk, Wardwell, Sunderland & Kiendl, New York. Latter firm received $51,500 for legal services rendered AT&T and certain subsidiaries.

MORE VIEWING

TOTAL of 5 hours and 49 minutes was spent by average American tv home watching television on average day during January for record high in medium's history, according to latest A. C. Nielsen Television Index released to subscribers. Previous record was 5 hours and 46 minutes for average household during average day in January 1954, firm reported. Nielsen figures are based on continuous, automatic recording of set-tuning activity in representative cross-section of U. S. homes.

• BUSINESS BRIEFLY

MANY MARKETS • Lincoln-Mercury, through Kenyon & Eckhardt, N. Y., placing radio spot announcement campaign in areas not covered by *Toast of the Town* on CBS-TV, effective March 28 for six weeks. Several hundred markets to be used.

SANKA CONSIDERING • General Foods (Instant Sanka coffee), N. Y., through Young & Rubicam, N. Y., considering radio spot campaign which if approved will probably start in April, May or possibly June.

ACCOUNT LOOSE • Copper & Brass Inc. (association of copper companies), N. Y., is looking for agency to handle its advertising campaign. Firm has been handled by Maubert St. Georges agency, which will close its doors next week as result of recent death of Mr. St. Georges.

OFF COLOR • Hazel Bishop Inc. and Sunbeam appliances, currently sponsoring Sunday color spectaculars on NBC-TV, are not expected to renew contract, which runs out June 19. It is assumed NBC-TV will try to sell Sunday show under extension of magazine-type concept revealed Friday by George Frey, sales vice president for NBC-TV (see story page 110).

RCA Executive Payroll Tops $2.1 Million in '54

PAYMENTS to officers and directors of RCA in 1954 totaled $2,121,353, including $199,939 in incentive awards, annual proxy statement to stockholders showed Friday. Brig. Gen. David Sarnoff, board chairman, received $200,000 in salary under employment contract which extends to March 1, 1956, but declined any incentive award. RCA President Frank Folsom received $165,000 in salary, $21,434 in incentive compensation. Lindsey W. Teegarden, executive vice president, distribution, received $135,000 salary, no incentive payment.

Other salary payments to directors, with incentive pay in parenthesis if any were awarded, included: Walter A. Buck, $60,000 ($1,492); John T. Cahill, $3,700; Elmer W. Engstrom, $78,750 ($8,500); Harry C. Hagerty, $9,200; John Hays Hammond Jr., $900; George L. Harrison, $5,850; Mrs. Douglas Horton, $3,950; Harry C. Ingles, $13,000; Charles B. Jolliffe, $72,500 ($7,218); Edward F. McGrady, $18,100; William E. Robinson, $1,500; Walter Bedel Smith, $100.

Mr. Cahill's law firm received $425,000 for legal services during year. Mr. Hammond and Hammond Research Corp. and Radio Engineering Co. of New York Inc., which he heads, received $48,000 toward maintenance of research laboratory and for services. Robinson-Hannagan Assoc., public relations firm headed by Mr. Robinson until he became chairman of Coca-Cola Co. early this year, received $19,055 for services rendered under retainer to RCA and subsidiaries.

Proxy statement also showed approximate income taxes paid by principal officers and directors. For three highest-paid officers, remuneration left after such taxes was: Gen. Sarnoff, $64,640; Mr. Folsom, $62,779; Mr. Teegarden, $54,490.

WDAY-TV WINS BY A KNOCKOUT!

HOOPERS show that in Metropolitan Fargo, WDAY-TV wins all audience-preference honors, hands down. Actually, five to six times as many Fargo-Moorhead families tune to WDAY-TV, as to the next station!

Look at the TV sets-in-use—*65% at night!*

But Metropolitan Fargo is really just a small portion of the story. WDAY-TV is the preferred station *throughout* the rich Red River Valley—one of agricultural America's heavily-saturated television markets. Ask Free & Peters!

HOOPER TELEVISION AUDIENCE INDEX
Fargo, N. D. - Moorhead, Minn. — Nov., 1954

	TV-SETS-In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*

(*Adjusted to compensate for fact stations were not telecasting all hours)

WDAY-TV

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC

FREE & PETERS, INC.
Exclusive National Representatives

at deadline

Uhf to Seek De-Intermixture In New Orleans, Baton Rouge

NEW de-intermixture petition due this week from ch. 61 WJMR-TV New Orleans to shift ch. 2 from Baton Rouge to New Orleans and ch. 61 to Louisiana capital, making New Orleans exclusive operating vhf city and Baton Rouge exclusively uhf. WBRZ (TV), now holding Baton Rouge's ch. 2 but not yet on the air, would be recompensed for its shift to uhf.

Filed Friday was petition of ch. 16 WNET (TV) Providence, R. I., asking that ch. 3 be moved from Hartford, Conn., to Westerly, R. I. Westerly is about 35 miles southwest of Providence. Four plans are offered, all of which involve rearrangements of uhf allocations. Among cities affected are New Brunswick and Trenton, N. J.; Northampton and Amherst, Mass. Plan bolsters pending petition by Hartford-New Britain-Springfield (Mass.) stations which seeks to make Hartford an all uhf city. WNET recommended that ch. 16 be made Providence educational channel.

Cut Funds Approved For Senate Subcommittees

SENATE late Friday approved $200,000 for Senate Judiciary Committee's Anti-Monopoly Subcommittee and $125,000 for Juvenile Delinquency Subcommittee.

Anti-Monopoly unit's requested funds were cut $50,000 with no one to be hired by group until report on monopoly by Attorney General reaches Senate. Juvenile Delinquency group's asked-for funds cut $29,000, with no funds available after July 31.

Sen. Estes Kefauver (D-Tenn.), chairman of delinquency unit, told B•T he will start hearings on tv programming "pretty soon." Sen. Allen Ellender (D-La.) asked for several quorum calls in delaying tactics before finally offering amendments which pared funds of two Judiciary units. His amendment cutting short life of juvenile delinquency unit was seen as effort to block possible Kefauver bid for presidency by getting him out of limelight as soon as possible. Said Sen. Ellender: "I presume that there might be a little more television and radio following the committee all around the country, and the chairman and members will get quite a bit of advertising."

Sen. Harley M. Kilgore (D-W.Va.), who heads both Judiciary and Anti-Monopoly Subcommittee, earlier in session proposed to probe "monopolistic practices" in communications field, but later said his work would not duplicate Senate Commerce Committee studies.

Tax Relief Questioned

QUESTION of whether FCC should continue to issue tax relief certificates to broadcasters who must sell station holdings under FCC multiple ownership rule in order to acquire new outlet in other area was put to Congress Friday by Chairman George C. McConnaughey. In letter to president of Senate, FCC chairman cited result of 1944 legislation and asked if its application might be more broad than intended. He advised matter is tax problem rather than communication policy.

UHF RETURNS

ANOTHER suspended uhf station shortly returns to air but this time under separate ownership. WKAB-TV Mobile (ch. 48) is being acquired by Supreme Broadcasting Co. (WJMR-AM-TV New Orleans) from Pursley Broadcasting Service after having been off air for 13 months. Pursley's unpaid obligations to General Electric in neighborhood of $200,000 is being assumed by Supreme along with leasehold of studios for $300 per month. Station, along with WJMR-TV become part of new National Affiliated Television Stations Inc. project, underwritten by GE to help uhf and small market stations using its equipment (story page 27).

Special Exhibit Planned

PLANS for special projects exhibit to depict role of radio-tv in enlisting public support for noncommercial and non-partisan national campaigns were announced Friday by NARTB. Exhibit is joint venture of association and The Advertising Council for 33d annual NARTB Convention May 22-26 in Washington (early story page 50).

Invitations to participate have gone to 50 private and government groups who have received national broadcasting support. Free display space has been offered in Sheraton Park Hotel exhibit area, NARTB said.

Radio Board Ballots

Meanwhile, NARTB today (Monday) is to mail final ballots to fill vacancies which will occur on radio board, according to C. E. Arney Jr., NARTB secretary-treasurer. Five radio directors-at-large and district directors from nine odd-numbered districts are to be elected. Ballots are due April 7.

Georgia Daytimer Sold

WBRO Waynesboro, Ga., 1 kw daytimer on 1310 kc, sold by Roy F. Chalker, M. K. Tucker and Howard C. Gilreath for $31,500 to Pugh brothers, according to bid filed with FCC. Carl Pugh, ex-chief engineer WMSL Decatur, Ala., and brother Harrod acquire WBRO through broker Paul H. Chapman, Atlanta.

UPCOMING

March 21-23: Canadian Assn. of Radio & Tv Broadcasters, Chateau Frontenac Hotel, Quebec City.

March 21-24: Institute of Radio Engineers Convention, Kingsbridge Armory, Bronx, N. Y.

March 24-25: Illinois Institute of Technology Educational Tv Conference, Chicago.

March 27: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

For other Upcomings see page 137

PEOPLE

HENRY E. RINGGOLD, manager of Tv Division of Edward Petry & Co., station representatives, slated to take leave of absence for indefinite period, starting April 15. Date will be fortnight after **THOMAS E. KNODE,** now NBC station relations director, joins Petry organization as vice president and general manager of tv on April 1 (see story page 82). Mr. Ringgold has been with firm 20 years.

J. S. HEWITT, executive vice president, Anahist Co., Yonkers, N. Y., elected president, William S. Lasdon, president of parent company, Nepera Chemical Co., announced Friday. Mr. Lasdon will continue as chairman of board of Anahist.

T. E. HICKS, former vice president, Armour & Co. and general manager of Pharmaceutical Div., elected marketing vice president, Pepsodent Div., Lever Bros., N. Y. Mr. Hicks at one time also was associated with Johnson & Johnson; Personal Products Corp. as vice president, and with Hanly, Hicks & Montgomery.

ELMORE B. LYFORD, director of station relations, DuMont Television Network, slated to resign in immediate future. He will be succeeded by **ROBERT L. COE,** now manager of station relations.

APPOINTMENT of five new salesmen to staff of MCA-TV Film Syndication announced by Wynn Nathan, vice president in charge of sales. Additions and former associations are: **CY OSTRUP,** sales staff, KABC-TV Los Angeles; **ERNEST MONTGOMERY,** Central Division sales manager, Screen Gems Inc.; **FRANK WILLIS,** sales manager, WJTV (TV) Jackson, Miss.; **AL LAUBER,** NBC Film Syndication, and **KEITH GODFREY.**

Thoms Elected to Head Indiana Broadcasters

INDIANA Broadcasters Assn. Inc. Friday elected Edward G. Thoms, general manager, WKJG-AM-FM-TV Fort Wayne, president, succeeding C. Bruce McConnell, president of WISH-AM-TV Indianapolis.

Other officers elected were: William C. Smith Jr., president-general manager, WBIW Bedford, vice president for radio; Don Burton, president-general manager, WLBC-AM-TV Muncie, vice president for television; E. M. Jackson, general manager, WCNB-AM-FM Connorsville, vice president for fm; Joseph Higgins, WTHI-AM-FM-TV Terre Haute, secretary-treasurer, and Gil Berry, commercial manager, WIBC Indianapolis, assistant secretary-treasurer. Meeting held at Columbia Club in Indianapolis.

Florida Uhf Sought

NEW TV application for ch. 19 at Ft. Pierce, Fla., filed with FCC Friday by Gene T. Dyer, whose wife and brother and sister own WGES Chicago. Mr. Dyer is Florida tomato farmer and vegetable packer, once manager WGES. Effective radiated power asked is 19 kw visual; antenna height above average terrain 272 ft. Estimated construction cost $123,750, first year operating cost $78,000, revenue $84,000.

Roanoke Final Grant Asked

PETITION for immediate final decision to grant ch. 7 at Roanoke, Va., to WDBJ there filed with FCC Friday by Times World Corp. station, favored earlier in week by examiner's initial decision (story page 109). Broadcast Bureau told FCC it would have no objection, pleading noted.

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Broadcasting Publications Inc.
Sol Taishoff
President

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BROADCASTING TELECASTING

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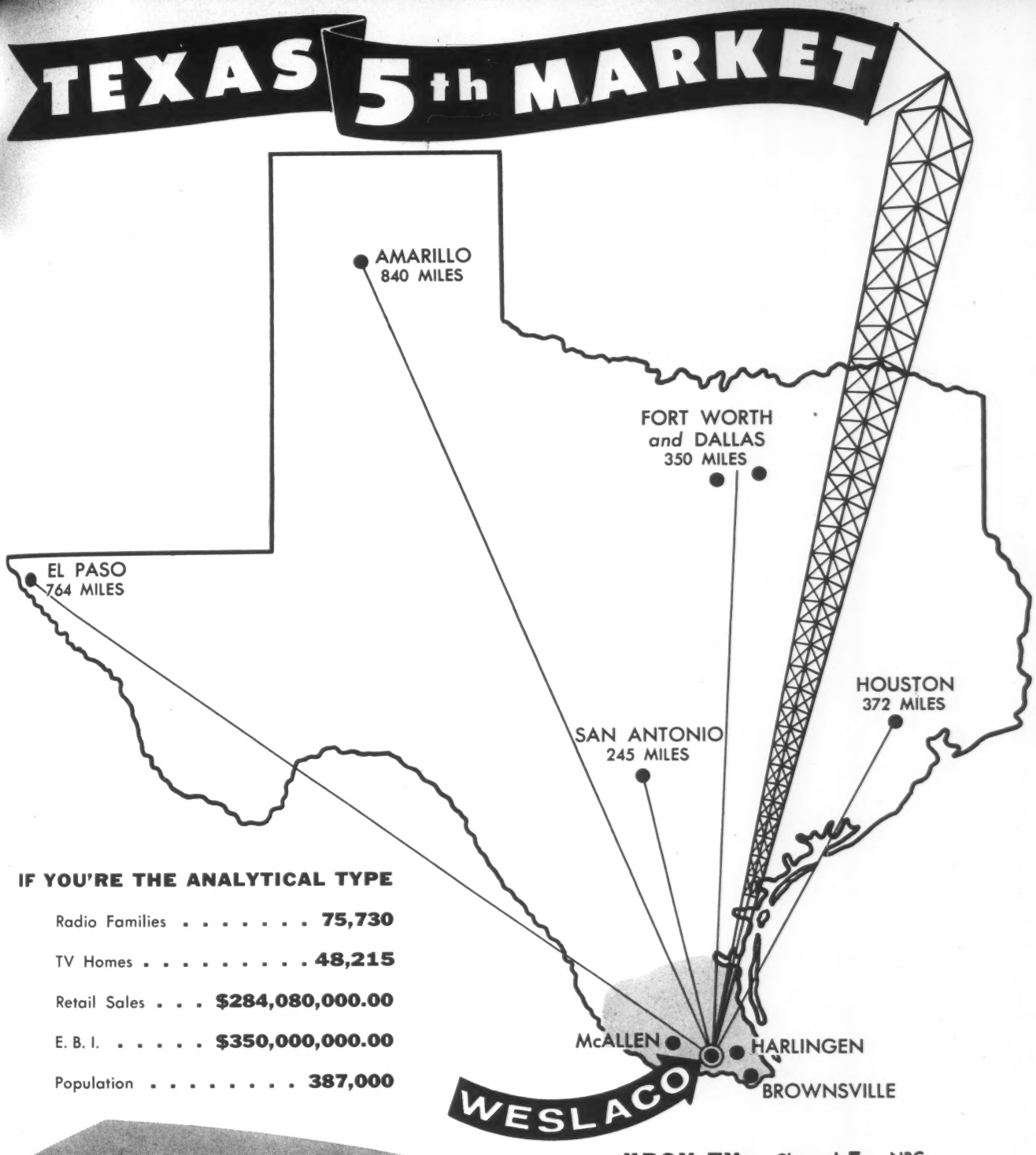

IF YOU'RE THE ANALYTICAL TYPE

Radio Families	**75,730**
TV Homes	**48,215**
Retail Sales	**$284,080,000.00**
E. B. I.	**$350,000,000.00**
Population	**387,000**

KRGV-TV Channel **5** NBC
THE VALLEY'S MOST POWERFUL TV STATION

KRGV NBC 5000 Watts TQN
THE VALLEY'S PIONEER STATION

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Rep. by Paul H. Raymer Co.

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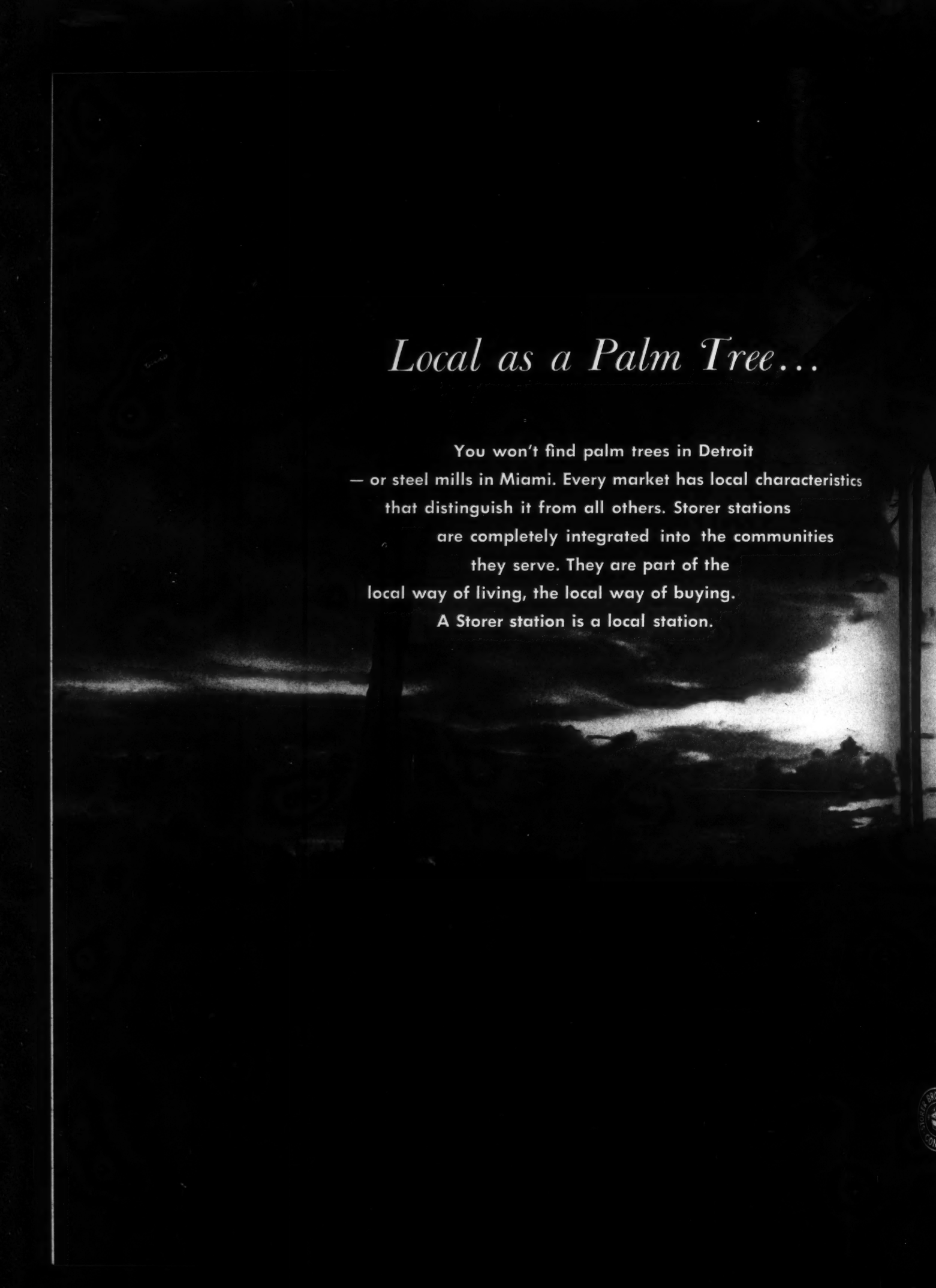
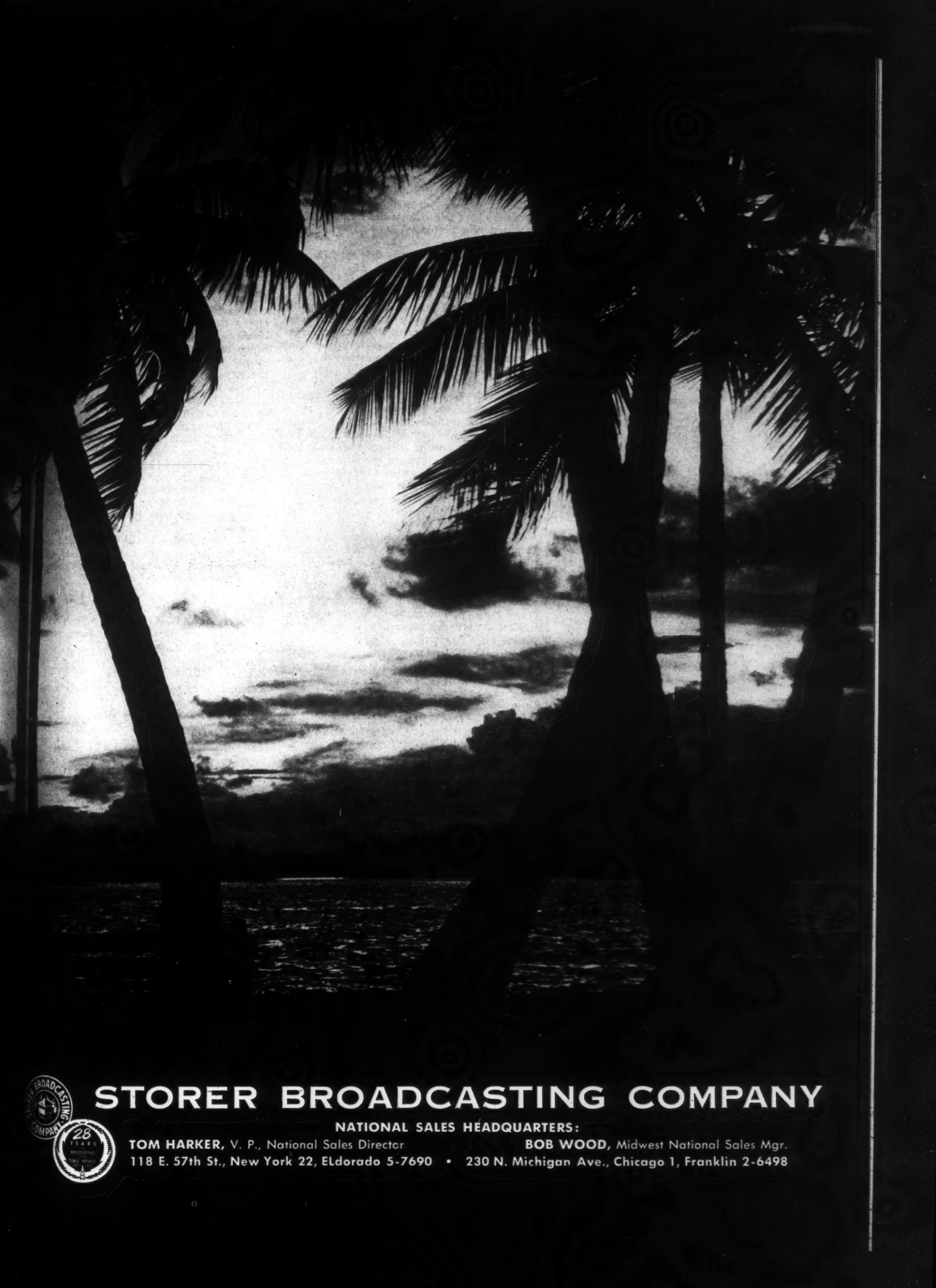
The Voice of the Valley


Local as a Palm Tree...
You won't find palm trees in Detroit
— or steel mills in Miami. Every market has local characteristics
that distinguish it from all others. Storer stations
are completely integrated into the communities
they serve. They are part of the
local way of living, the local way of buying.
A Storer station is a local station.



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Direct mail to all area distributors and dealers • 3 color (scotch lited) posters on all city bus fronts and taxi backs • editorial and display space in local newspaper • generous on-air promotion and personal calls to promote dealer tie-in. AT NO EXTRA COST WITH KDUB-TV.

affiliated CBS DuMont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

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IN REVIEW

SAGA

THOSE who looked for a point of comparison between *Saga,* ABC Radio's new earthy dramatic program, and *Gunsmoke,* another earthy dramatic series of the network that seems to have become the yardstick in its field, must have been hard put to find satisfying similarities in the opening performance of *Saga* last Tuesday.

This is not to say that the first *Saga* program lacked drama and appeal. An 11-year-old boarder at the home of this reviewer went so far as to say that, once she got her ears into it, she would not have switched from *Saga* to *Gunsmoke* if she'd had a chance. This comes from a constant listener to the other program. But we doubt, as a fairly regular listener, that it reflects completely cool, analytical judgment on the part of the young deponent.

Saga's first program, "The Tenderfoot Who Cleaned Up Skagway," a story of the Alaskan gold rush, was exciting—no doubt of that. It had guns and fistfights and lead pipes over the head, and it was compelling, once you got started. It was also, in this reviewer's opinion, overdone in places, both in the writing and in parts of the performance of Cliff Carpenter in the leading role of Jim Stewart, tenderfoot prospector. On the better side was the performance of Bob Dryden in the role of Rev. Bowers, confidence man.

Saga has what would seem to be a distinct advantage over *Gunsmoke.* Where *Gunsmoke* is a western, with essentially the same characters in all episodes, *Saga* can be a western, a sea tale—anything, true or fictional, all presented in cooperation with *Saga* magazine. This broad range of choice would seem to give it a good chance for success.

Production costs: Estimated $800.
Presented by ABC Radio, Tues. and Thurs., 7:30-7:55 p.m. EST, in cooperation with Saga *Magazine, whose stories form the basis for the program.*
Director: Martin Andrews on Tues., Warren Sommerville on Thurs.
Writer: Don Witty on Tues., Ira Marion on Thurs.
Cast for March 15 program: Cliff Carpenter, Bob Dryden, Frank Behrens, Court Benson.

NO TIME FOR SERGEANTS

ONE of the oldest—and most enjoyable—characters of literature is the happy simpleton who accepts everything at face value and everyone as his friend and by so doing causes a mess of merry mishaps but insures a happy ending. Such a character is the third son of the fairy tales, whose straightforward innocence leads him to attempt—and achieve—the impossible and win the king's daughter for his bride.

Such a character, too, is Will Stockdale, hero-narrator of "No Time for Sergeants," last Tuesday's program of the *United States Steel Hour* on ABC-TV. A Georgia cracker who considers being drafted a great stroke of good fortune, Will is as eager to be helpful as a young puppy and his efforts achieve comparable results. Where most draftees almost instinctively dislike sergeants and avoid them as far as is possible, Will selects Sgt. King as his pal, to the sergeant's utter distress.

Attempting to praise Sgt. King to the captain, Will unwittingly discloses the sergeant's conspiracy to keep Will as permanent barracks orderly. Then, when the sergeant attempts to get Will drunk in an ardent attempt to get rid of him, the inevitable result is that the one who gets drunk is the sergeant, who also gets broken to private and sent off to gunnery school with Will, of course, by his side.

The almost incredible naivete of Will leads to a series of hilarious incidents, such as his pity for the squad leader "because he's been sick, he had a whole year of ROTC." And his refusal to salute a WAF captain because "she's a woman" and then, on having it drilled into him that "in the Army an officer's an officer, a captain's a captain and a general's a general and you don't notice anything else," his refusal to admit subsequently that the captain is a woman. His interview with the camp psychiatrist, who begins by bullying Will and winds up in tears, was as chuckling comical a scene as tv ever has or is ever likely to afford.

Andy Griffith was wonderfully engaging and at the same time annoying as the innocent Will; Harry Clark displayed the proper astonished dismay as the sergeant who started out so brave and blustering and wound up so thoroughly deflated, and Eddie Leroy, as Will's diminutive but determined pal, Ben Whitledge, constantly striving to set Will straight about the facts of Army life, furnished a perfect foil to the hero's ingenuousness.

Not having read Mac Hyman's best-selling novel from which the tv show was taken, this reviewer cannot say how faithfully Ira Levin's adaptation followed the original, but it can be said that the end result was a delightful hour's entertainment, imaginatively staged and excellently directed by Alex Segal, as could have been expected. Programs like this one demonstrate effectively that in entering television The Theatre Guild has brought to this new medium the same high standards and the same technical skills that have distinguished its stage productions.

Production costs: Approximately $35,000.
Sponsored by United States Steel Corp. through BBDO on ABC-TV, Tues., 9:30-10:30 p.m. on alternate weeks. "No Time for Sergeants" was telecast March 15.
Producer: The Theatre Guild.
Director: Alex Segal.
Adapted for tv by Ira Levin from the novel by Mac Hyman.
Cast: Andy Griffith, Harry Clark, Eddie Leroy, Arthur Storch, Bob Hastings, Alexander Clarke, G. Albert Smith.

★ ★ ★

BOOKS

MUNICIPAL REGULATIONS, TAXATION AND USE OF RADIO AND TELEVISION, by Charles S. Rhyne. National Institute of Municipal Law Officers, 726 Jackson Pl., N.W., Washington 6, D. C. 84 pp. $3.

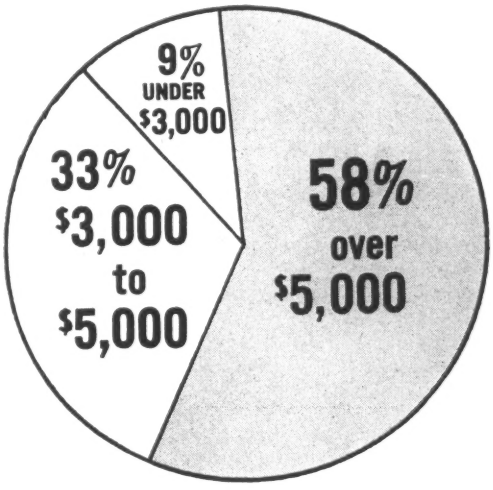
THIS slim paper-bound booklet, Report No. 143 of NIMLO, is introduced as "an attempt to put together in one place the best available current information on all phases of this important and dynamic field [radio and tv] which affect municipal government." Subjects covered include municipal use of radio frequencies for fire and police services, as a station operator, for informing the public, transit radio, political candidates; local taxation of commercial broadcast stations; regulation by cities of interference with radio and tv reception of radio and tv transmitters and antennas, community tv antenna systems and of repair men and program content.

YOUR VOICE IS YOU, by Myrtle Helmer Cannon. Exposition Press, 386 Fourth Ave., New York 16. 47 pp. $2.50.

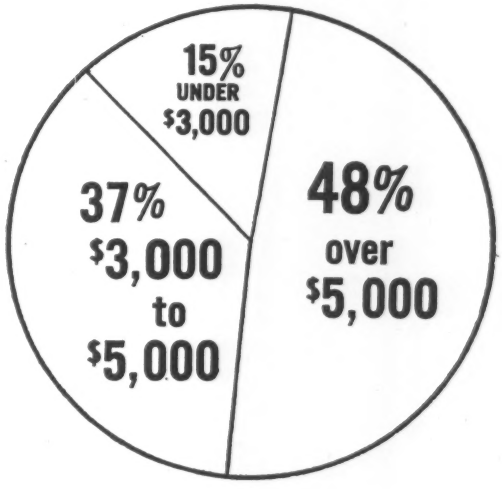
THE Albers method of voice training, to which this slender volume is devoted, calls for a return to the natural methods of voice projection used by a child before he has developed bad speech habits and unnatural manners of speech. Mrs. Cannon is an instructor of speech and broadcasting at Los Angeles City College.

PRESTIGE ?

58% of W-I-T-H's audience have incomes of $5,000 or more!



W-I-T-H's audience
by income groups



Audience of Network Station A
by income groups

Just about everybody in the business knows that WITH has the biggest listening audience in Baltimore City and Baltimore County. They know, too, that WITH provides the lowest cost-per-thousand listeners of any station in town.

But there's a lot of talk about the quality of this audience. The A. C. Nielsen Company has recently made a survey which shows the composition of the listening audience for WITH and one other Baltimore station. The other station is a powerful network outlet.

The upper group—families with incomes of $5,000 a year or more—make up 58% of the total WITH audience. Only 48% of the network's audience is in this group. In the middle group—incomes from 3 to 5 thousand dollars a year—WITH has 33%, the network 37%. In the lower group—under $3,000 a year—WITH has 9%, the network 15%.

So don't worry about "prestige" when you're buying radio time in Baltimore. WITH gives you all the "prestige" you need. Ask your Forjoe man!

—in Baltimore **WITH**

TOM TINSLEY, *President* **REPRESENTED BY FORJOE & CO.**

"GBP really pays off!"

No mystery about it. There's a bag full of money in this plan . . . an entirely *new Group Buying Plan* by CBS Radio Spot Sales. And all you need to start right away is 3 nighttime quarter-hours (or the equivalent) on any 3 of the 14 leading stations represented by CBS Radio Spot Sales.

Then, because you are an eligible GBP advertiser, you receive — *over and above all other earned discounts allowed by each station you select — an additional 15 per cent discount!*

There's more. For each additional station you use, up to and including all 14, you receive an additional 1 per cent discount. Adds up to a potential *26 per cent discount* on your total investment *after all other discounts!*

There's lots more. Each of these 14 big CBS Radio stations is number one in its market, delivering the largest average share of the radio audience in its market, month after month after month!

There's even more. In dollars and cents you'll see how GBP means greater savings and leads to bigger profits. Call CBS Radio Spot Sales and we'll talk about a Group Buying Plan for you.

CBS RADIO SPOT SALES

REPRESENTS: WCBS, NEW YORK – WBBM, CHICAGO
KNX, LOS ANGELES – WCCO, MINNEAPOLIS-ST. PAUL
WCAU, PHILADELPHIA – WTOP, WASHINGTON
WBT, CHARLOTTE – KMOX, ST. LOUIS – WEEI, BOSTON
KSL, SALT LAKE CITY – KCBS, SAN FRANCISCO
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PORTLAND – THE COLUMBIA PACIFIC RADIO
NETWORK AND THE BONNEVILLE RADIO NETWORK

GREATER STRENGTH
at any height

Small or tall, Emsco TV Towers have the advanced design and superior structural features that assure greater strength and dependability. Each tower is custom engineered to meet individual requirements for height, weight loads and weather conditions.

Emsco towers incorporate a unique beam leg section.* This inherent geometric pattern affords a substantial saving in weight . . . a relative increase in strength . . . a reduction in foundation costs.

Bolted construction permits quick, sure visual inspection. Hot Dip Galvanizing reduces maintenance costs . . . insures long structural life. Rigid RETMA or AISC standards are met.

For guyed or self-supporting towers unequalled for safety . . . structural rigidity . . . and economy, specify Emsco. Prompt delivery assured.

* *Patent Pending*

EMSCO
TOWERS OF STRENGTH
EMSCO MANUFACTURING COMPANY
Garland, Tex. LOS ANGELES, CALIF. Houston, Tex.
General Sales Offices: Dallas, Texas

Typical Emsco guyed TV Tower, Houston, Texas

OPEN MIKE

Credit Where Credit Is Due

EDITOR:

I've been meaning for several months to write to tell you how much your fine editorial, "The Warp and Woof of ARF" [B•T, Dec. 27, 1954], is appreciated.

With a kind of characteristic perspicacity, your editorial put the report [in which the Advertising Research Foundation Committee compared the broadcast audience measurement techniques currently in use and proposed standards for them] in its proper perspective.

Certainly, we do not expect 100% agreement on 100% of the points. The important point is that standards had to be suggested. This Mr. Ule's [G.Maxwell Ule, research vice president of Kenyon & Eckhardt] Working Committee conscientiously labored to do—and did.

This is bound to be a controversial report. The Appendix comments [by the individual audience measurement practitioners of the techniques reviewed] make that certain.

This has been a very courageous step by the ARF. Perhaps most folks who see the report won't realize just how courageous it is. The ARF, in publishing such a controversial report as its own, earns for itself the respect and support of all thinking segments of the industry.

It is a first step—but a very important one.

Could I just humbly add this to your news coverage of the report [B•T, Dec. 27, 1954]? You properly named the three volunteer members of the Working Committee. There was also an ex officio headquarters member. He sweated and fretted with the others. He was named "secretary" of the Committee. Such a phrase kind of unwittingly does little justice to the mammoth contribution of this stalwart citizen. His name is John MacDonald. Certainly the "official" members of the Committee are greatly in his debt. . . .

E. L. Deckinger, Vice President
Biow-Beirn-Toigo
New York

[EDITOR'S NOTE: Dr. Deckinger is chairman of the Radio-Television Radio Review Committee of the Advertising Research Foundation. He also served as a member of Mr. Ule's Working Committee on Standards and Methods with Donald W. Coyle, director of network tv research, ABC, and, as he mentions in his letter, John MacDonald of ARF.]

WWHG's Fifth Yankee Year

EDITOR:

Our omission from the list of stations carrying New York Yankee games in '55 [B•T, March 7] does not alter the fact that this will be our fifth consecutive year for such coverage.

Donald J. Curran
Station Manager
WWHG Hornell, N. Y.

[EDITOR'S NOTE: WWHG was unfortunately left out of the list given B•T by the New York Yankees management.]

Decline and Fall

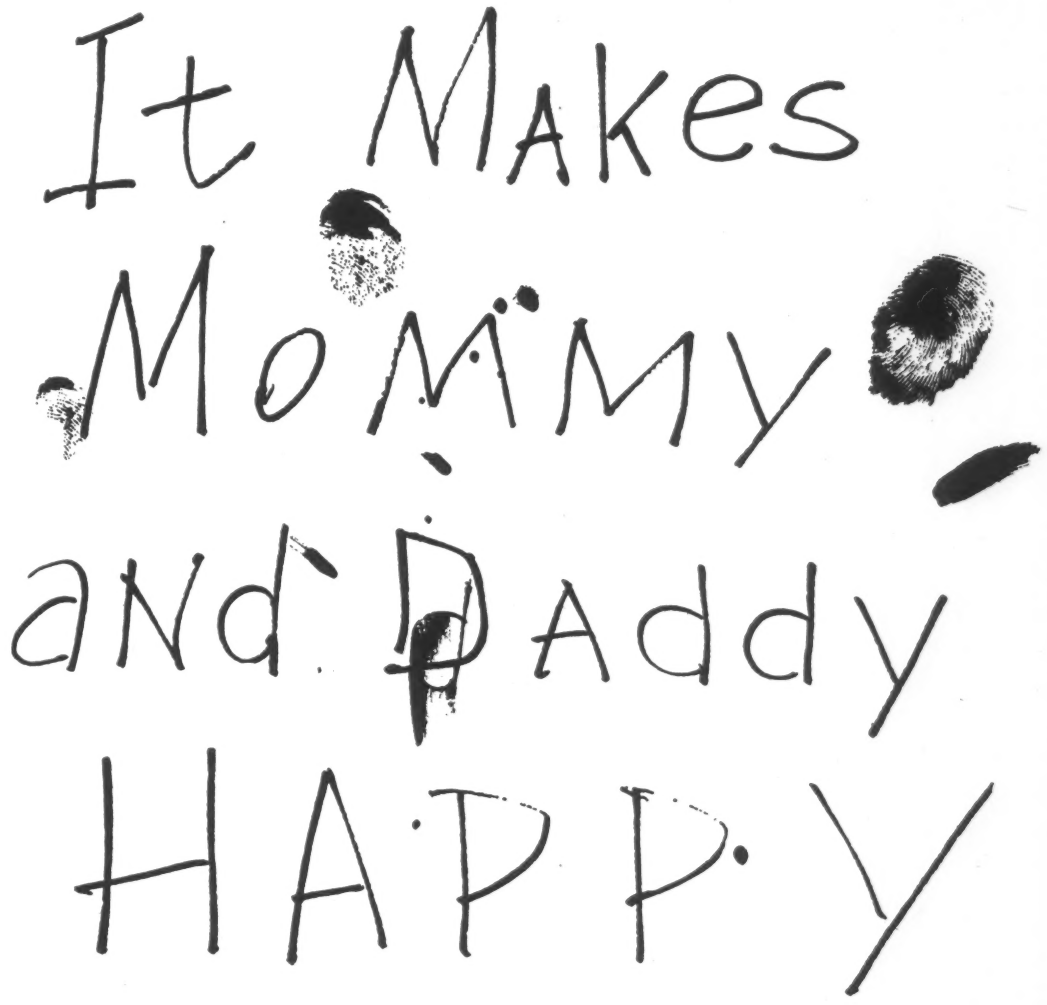
EDITOR:

David Chopin omitted radio as a vehicle also used to promote the sale of a "tv commercial eliminator" in his fine one-act play ["The Decline and Fall of Television," B•T, March 7]. Hard to believe? It happened here and we wonder where else on American radio.

It appears that this same gadget could likely bring about the demise of the radio operators who unwittingly help nourish and strengthen it a good deal faster than the invention of a gadget Sonny suggested might be employed to cover up ads in newspapers and magazines.

Jim Evans, Mgr., Promotion
WNHC-AM-FM-TV
New Haven, Conn.

Another thinly disguised WJR success story



Those six words were part of the winning entry in a week-long contest that WJR ran to find out why people listened to its program "Guest House."

It makes *us* happy, too. That's a nice way for a seven-year-old to feel about his parents, and about us.

We can't think of a better reason for "Guest House" than making Ralph Cram Jr.'s Mommy and Daddy happy.

"Guest House" is one of many WJR-produced programs that keep our local talent and production budget over $1 million every year. That's high in this cut-rate era of "music and news, dawn till dusk."

Good radio—and good radio advertising time—don't come cheap. The kind of radio that attracts WJR's unprecedented following in a signal area including 16,000,000 people—10 per cent of U.S. buying power—takes time and money.

That's why WJR's rates are high. And that's why so many of the smartest advertisers, those who know that the best way to *move goods fast* is to buy *spot radio on key stations*, buy WJR, Detroit. Their sales are the reasons they keep buying WJR.

There are a lot of Mommies and Daddies—buyers all—in 16,000,000 people. They're worth every nickel you spend because they're happy, too, with the products they buy after hearing them advertised on WJR. Check with your Henry I. Christal representative—you'll be delighted with WJR.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

WJR's primary coverage area: 16,000,000 people

she flew into 65,000,000 hearts!

It happened on March 7th. More than 65,000,000 viewers sat enchanted for two hours while Mary Martin and company brought to life "Peter Pan," an NBC Spectacular. It was the greatest audience for a single network show in the history of television. And the critics raved!

JOHN CROSBY, N. Y. HERALD TRIBUNE
"Conceivably the most polished, finished and delightful show that has ever been on television."

JACK GOULD, N. Y. TIMES
"An unforgettable evening of video theatre . . . captivating fun for eye and ear alike."

HARRIET VAN HORNE, N. Y. WORLD-TELEGRAM & SUN
"Something the inward eye will treasure for a lifetime."

LARRY WOLTERS, CHICAGO TRIBUNE
"Through this children's classic, TV came of age."

GEORGE ROSEN, VARIETY
"Sheer delight . . . Stunning success . . . Unadulterated charm."

On March 9th, the N. Y. Herald Tribune commented *editorially:* . . . *"shows of this type set a high standard for the future . . ."*

NBC, having set this season's high standards with its Spectaculars, will continue to maintain them. Plans for next season are beginning to emerge. For instance, starting October 23rd, NBC plans to present once a month the Maurice Evans distinguished series of 90-minute dramatic programs—"Sunday Matinee." Mr. Evans will produce and, on occasion, star in dramas from the finest pages of the theatre.

The Evans series is only one example of how NBC Television will maintain its program leadership . . . pursue further the course of originality and excitement that leads to television's biggest audiences . . . keep on delivering to sponsors the greatest *new* advertising values they have ever enjoyed.

EXCITING THINGS ARE HAPPENING ON

NBC *television*

A SERVICE OF RCA

Pardon our Southern accent, but somebody mentioned ratings!

Fact is, we saw where some of our big city stations were mighty proud of their 4's and 5's and 6's . . . even went so far as to say such audiences made a GOOD BUY.

Wouldn't doubt it, 'cause we think most any size audience in broadcasting is a swell buy.

Only thing that worried us was we wondered if we had been hiding our light under a bushel for the simple reason that we usually kicked a show off the air if it didn't do better than that.

Looked at our latest Radio Pulse just to be sure, and found that we had an 8.8 at 6 o'clock on a cold winter morning, and kept right on thru the day with never less than 7.4 until 8 PM when we were clicking along with 14.4. Even when the boys put out the cat at midnight our loyal radio listeners were sticking around to the tune of 6.8!

So, if you're really looking for something good in radio, see Katz and join our March Thru Georgia. By the way, our television story is just as impressive. Let Avery-Knodel show you our latest surveys!

Folks just staying home, waiting for us to tell them on radio and television to buy your product!

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to JACK DEVEREAUX WRATHER

A SELF-STYLED "professional" president, Jack Wrather is a busy man in the fields of radio, tv, oil and inn-keeping.

He is the "working" president of Lone Ranger Inc., Wrather-Alvarez Broadcasting Inc., Superior Television Inc. and Wrather-Alvarez Realty Corp. He is sole owner of WJDW (TV), Boston permittee, and board member of KOTV (TV) Tulsa.

Son of the late John D. Wrather, a pioneer in the development of the East Texas oil field, he was born Jack Devereaux Wrather, May 24, 1918, in Amarillo. He assumed active management of the Wrather oil interests in 1940, the year following graduation from the U. of Texas. In 1942 he entered the U. S. Marine Corps and returned in 1945 from combat duty in the South Pacific as a major, a commission he still retains on a reserve status.

Then to Pictures

Expanding his petroleum activities to California, he became interested in motion picture production. Out of the next three years came five feature films, "Perilous Waters," "High Tide," "Guilty," "Strike It Rich" and "Guilty of Treason," all currently in tv release with the first three movies "in something like their 58th run."

For the next three years he concentrated on his oil interests. Then, tv film production beckoned and he personally produced 13 half-hour *Boss Lady* films for Procter & Gamble's 1952 summer replacement of NBC-TV's *Fireside Theatre*.

Because he had been seriously investigating prospective purchases of tv stations, it was as no uninitiated novice that he bought $2 million interest in KOTV during a cocktail party in 1952. In association with Mrs. Helen Alvarez, manager and part owner of KOTV, he next purchased 39% of KFMB-AM-TV San Diego in January 1953 for a consideration of $3 million. When he later sold KOTV to J. H. Whitney & Co. for $4 million in May 1954, he remained on the board of directors.

As an individual, he has the uhf grant in Boston and hopes to start construction on WJDW this spring. Superior Tv, in which he has 25% interest, lost the decision regarding ch. 10 in Corpus Christi and the decision is currently being appealed.

Oil may be his basic interest—at least four or five wells are being drilled at one time during every day of the year—but tv and all things connected with it is a close runner-up. The operational rather than the production side intrigues him. He firmly believes all tv is local and should feature local interests and programming.

Mr. Wrather acquired Lone Ranger Inc. in July 1954 in a $3 million deal that included *Lone Ranger*, heard on ABC Radio and seen on ABC-TV and CBS-TV, and all promotional, comic book, merchandising and comic strip rights to the masked cowboy character. With a production schedule of 52 half-hour tv films every two years, he is supervising a new series to be shot in color in late spring.

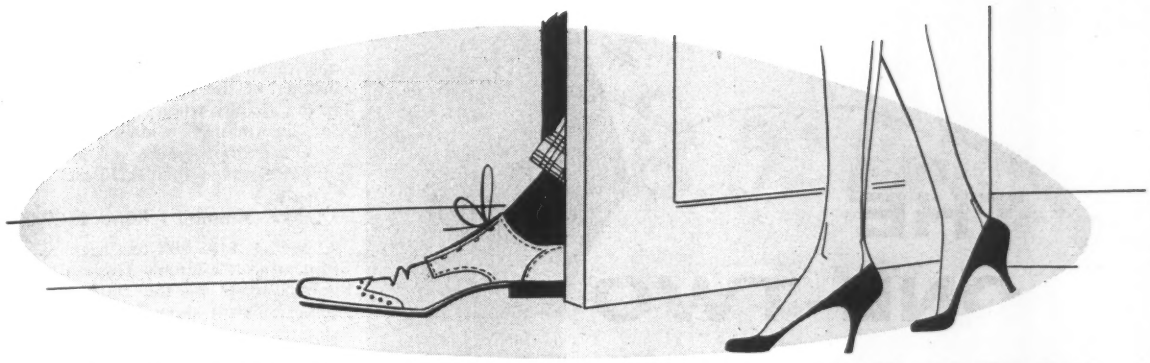
Mr. Wrather feels it is rather extraordinary for a legendary figure to have received three Congressional citations. The latest honor was upon the recent 22d anniversary of *Lone Ranger* radio program.

Owner of two resorts, Twin Lakes Lodge in Las Vegas and L'Horizon in Palm Springs, which he built in 1949 and 1952, respectively, Mr. Wrather's current project is in Disneyland Hotel. This hostelry, under construction on 30 acres of the Disneyland Park near Anaheim, Calif., will feature every type of classification and facility. Rates will vary from approximately $50 per day to accommodate, for example, the executives of the 35 national corporations which will have exhibits in Disneyland Park, to approximately $2 per day for the dormitories being built for Boy Scout organizations, youth groups and the like. Stanford Research Institute has estimated between 5 and 7 million people will visit the park the first year and by the third year the number will climb to 11 million. July 15 is the projected date for the opening of both the park and the hotel, which will be tied in for remote shows and special events.

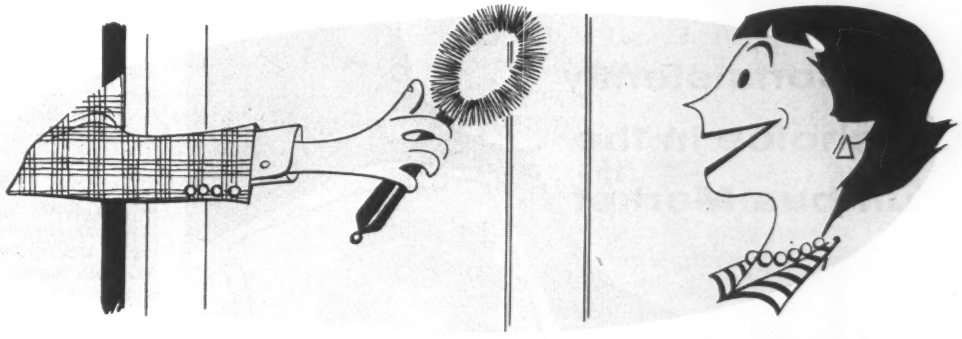
Pay-See Is Coming

Not active in the subscription tv fight, he believes some form of pay-as-you-see tv is definitely in the future. "It is like color; once something is discovered which the public likes and accepts, it is inevitable."

Mr. Wrather married actress Bonita Granville Feb. 2, 1947. They have four children: Molly, 13, and Jack, 11 (by a previous marriage), Linda, 5½, and Christopher, 2½. While he tries to take time for hobbies, he says travel seems to fill that bill. He makes an average of 14 trips yearly to his New York offices, but sees to it that he and his wife go to Europe for six weeks every year. The Wrathers are currently in England, where he is discussing the possibilities of *Lone Ranger* for British tv.



TO GET YOUR FOOT INSIDE THE DOOR...



OFFER HER SOMETHING SHE WANTS!

A formula as old as salesmanship itself . . . it works in this Television Era, too. And by offering the housewife programs she *wants* to see, Channel 8 long ago licked the midday slump.

MONTH AFTER MONTH WFAA-TV HAS HAD MORE VIEWERS BETWEEN 12 NOON AND 6:00 P.M., SEVEN DAYS EACH WEEK, THAN THE OTHER DALLAS-FORT WORTH STATIONS COMBINED. The biggest part of this audience is women. And what is it economists say about the American housewife's control of the family purse strings?

The point of all this is simple as 1-2-3:

1. Women watch WFAA-TV regularly during the daytime . . . so your foot is already in the door!

2. Women are in a position to buy your product.

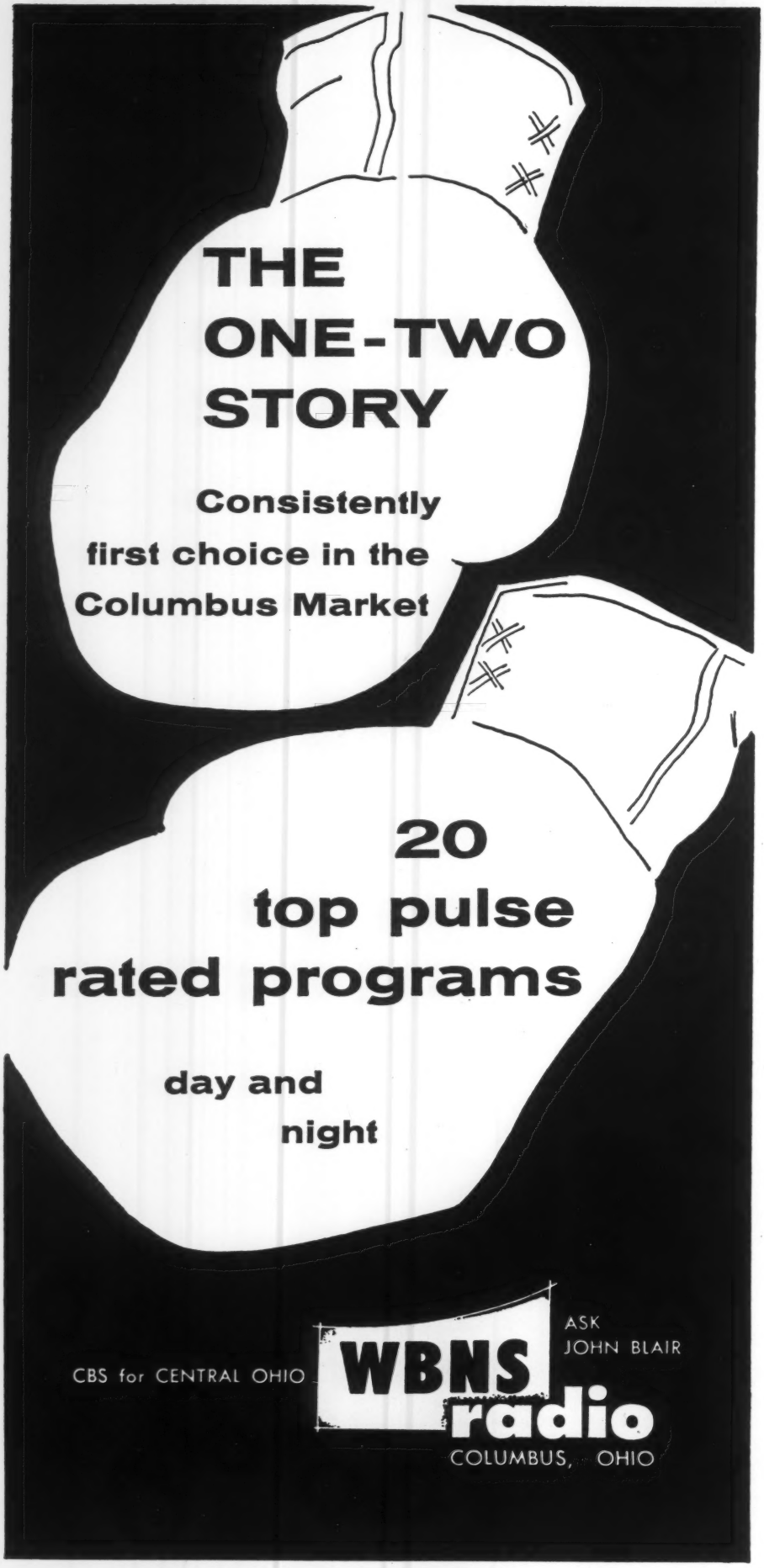
3. Your Petryman will be happy to give you rates and availabilities . . . so that you too can reach this double-size audience at daytime package rates which cut the cost in half!

274,000 WATTS VIDEO • 137,000 WATTS AUDIO

Channel 8

WFAA-TV
DALLAS
NBC — ABC — DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News



IN PUBLIC INTEREST

WNNJ Reunites Brothers

THROUGH the efforts of WNNJ Newton, N. J., two brothers were reunited just before one of them died in a local hospital. The brother of the dying man was believed to be in the vicinity when the station aired a request for information leading to his whereabouts. Twenty minutes later a listener called in to give the missing man's address.

Amateurs Raise $109,000

ALMOST $109,000 has been received for the Pittsburgh Children's Hospital Fund from an appeal made by the *Wilkens Amateur Hour* special benefit show. The two-hour show was simulcast on KDKA-AM-TV Pittsburgh in conjunction with a campaign being carried on by the "*Pittsburgh Press* Old Newsboys."

Rehabilitation Survey

THIRTEEN live and filmed shows describing work being done toward rehabilitation of America's 25 million handicapped citizens is scheduled for joint presentation by the District of Columbia Dept. of Public Health and WTOP-TV Washington.

'Emergency Calling'

WGAY Silver Spring, Md., is aiding the local Suburban Hospital building fund by broadcasting a description of each case entering the hospital's emergency room and then following with a ten-second promotion for the fund campaign.

'Block of Money'

KCSR Chadron, Neb., collected over $580 from a "Block of Money" campaign run in conjunction with the polio fund, the Lion's Club and the Boy Scouts. KCSR staged a contest in which men raced the women to see which group would be first to reach the end of Main Street in downtown Chadron with 850 feet of coins and bills laid end-to-end. The contest, which the women won, used four broadcasting hours.

No Color Line

WTVN Columbus, Ohio, is presenting a series of programs produced by the Columbus Urban League, a Community Chest organization working toward better interracial understanding. The community's leaders discuss interracial topics and issues.

Kerosene Menace Spotlighted

AT REQUEST of the National Fire Protection Assn., the Advertising Council, New York, has called upon the radio-tv industry to circulate information on the safe handling and care of kerosene heaters and oil stoves. For broadcast guidance, the Council has prepared lists of rules approved by NFPA and has distributed them to advertisers, networks and 3,200 radio-tv outlets.

Pat on the Back From VA

THE VETERANS Administration has formally acknowledged the help of Oklahoma City radio and tv stations in procuring a rare type of blood needed during an emergency operation. Within an hour-and-a-half of the first announcement 34 people had donated the necessary blood and about thirty others had donated other types of blood. One of the donors came from a city 80 miles away. The stations credited by the VA are WKY-AM-TV, KLPR, KBYE, KOMA, KWTV (TV) and KTVQ (TV).

"SUNDAY SUPPLEMENT"

Scoring Amazing 13.0* Rating

on WJAR-TV

***"SUNDAY SUPPLEMENT" BECOMES FAMILY VIEWING HABIT!** Now in its sixth month, this warmhearted family show has proved its popularity by scoring a 13.0 rating on January 1955 Telepulse readings.

SUNDAY MAGAZINE SUPPLEMENTS Articles of interest selected from leading Sunday supplements such as the Chicago Tribune, Washington Star, Philadelphia Inquirer, Buffalo Courier, Cleveland Plain Dealer and many, many more.

NEWS AND WEATHER The latest news plus weather reports for Sunday drivers planning to "take-off" after church. Also for sports enthusiasts and those who are just going to "lazy-around" yet like to keep weather and news-wise.

★ **Starring Betty Adams**

known to hundreds of thousands of WJAR-TV viewers in Southern New England for over 2 years

RELIGION Sunday morning devotions, inspirational messages, Bible Stories for the entire family.

GUESTS People who make the news from industrial leaders to disc jockeys . . . newsmakers from all walks of life.

TIME PERIOD 10:00 a.m. to 11:30 a.m.

COVERAGE Over a million television homes within WJAR-TV's class "A" primary area. These are the larger cities: Providence, Worcester, Fall River, New Bedford, Brockton, New London, Newport, Woonsocket and Willimantic.

COST Half hour segments only $300.00 (all inclusive). An excellent prestige buy for banks, utilities, insurance companies, etc. This show creates good will and SELLS MERCHANDISE!

National Sales Representatives—WEED Television • NBC Basic • ABC—Dumont—CBS

*Don Lee IS Pacific Coast Radio

...the only network blueprinted to deliver point-of-purchase penetration paralleling the local buying habits of 16½ million people. With 45 stations in the important Pacific Coast communities, Don Lee is the nation's greatest regional network.

Mutual
DON LEE
RADIO

Don Lee Broadcasting System,
Hollywood 28, California,

Represented nationally by
H-R Representatives, Inc.

BROADCASTING TELECASTING

March 21, 1955 Vol. 48, No. 12

FIRST FILM 'NETWORK' FORMED WITH GE FINANCIAL BACKING

National Telefilm Assoc. is partner in organization of company to provide programming, sales machinery, management counsel and even financial help to television stations—vhfs as well as uhfs—which are finding the going rough.

THE FIRST film "network" in television—backed by the vast resources of General Electric Co.—was announced last Friday.

The new venture, National Affiliated Television Stations Inc., is designed as a major salvage operation for foundering television stations—vhfs as well as uhfs.

General Electric and National Telefilm Assoc. will have key roles in the new network. Here's what the organization proposes to give its member stations:

• **A national sales force** "geared up to work both independently and together with the national reps of the stations."

• **Programming** which will include some 700 hours of film from the National Telefilm Assoc. library plus additional material including exclusive footage.

• **Financial help** in the form of cash loans from GE and deferred film rentals from NTA.

• **Management counsel.**

• **On-the-scene aid in local sales.**

Officials of NATS said the term "film network" was used "loosely," at least in the present stage of the project. They conceded, however, that NATS might be deemed to be a nucleus for a film network operation in the more literal sense.

Both GE and NTA assisted in the evolution of the new network, and have signed agreements under which they will be principals in NATS' program of furnishing association member stations with management counsel, an experienced sales organization, a basic film library and, where required, financial assistance.

GE, which will name two members of the NATS board of directors but will neither own stock in the new company nor be represented among its officers, will make the cash loans where required, operating through NATS. The loans will be negotiated "on a reasonable, business-like basis." GE will not take station stock as collateral, officials said.

Or the financial assistance may take the form of deferments of film rental by NTA, film syndication firm which, under the plan, will supply each participating station approximately 700 hours of film "on the most favorable terms and conditions possible" and supplement it with additional footage, including exclusive material.

Officials said a committee composed of representatives of NATS, NTA and GE will launch a survey shortly to determine which stations might find NATS membership valuable, and that they expect to screen "40-odd applications" in the near future.

Stockholders of NATS at the outset are its four currently elected officers, although officials said more stock is in the process of being issued to others, not yet identified. The four:

Joseph Justman, president of Motion Picture Center Studios, Hollywood, which also is identified with Desilu Productions, is NATS board chairman.

Ely A. Landau, president of the NTA film syndication firm, is executive vice president.

Oliver Unger, executive vice president of NTA, is vice president.

Berman Swarttz, motion picture producer, associate of Mr. Justman and west coast attorney, is secretary-treasurer.

Officials said it was believed that "a prominent broadcasting industry figure" will be named president in the near future.

GE'S STAKE IN UHF

General Electric has good reason to wish to protect its investment in television's future. Of the 422 operating tv stations in the U.S., some 25% are estimated unofficially to have GE transmitters. Of the 111 operating uhf stations, 35-40% are said to be equipped by GE. How many stations still owe GE for their transmitting gear is not known, but the number is reportedly substantial.

Belief that the new venture "will mark a milestone in the forward progress of broadcast television in the U. S." was voiced by Dr. W. R. G. Baker, tv pioneer and vice president and general manager of the General Electric Electronics Div., at a luncheon held Friday in New York to announce formation of NATS.

Representatives of all of the founding organizations called upon all segments of the television industry to rally to the support of the plan as a matter of their own self interest as well as in the public interest of getting nationwide television established on a sound footing.

Officials made clear that they did not regard the NATS plan as a panacea but rather as a practical approach to a difficult problem. NATS' member stations, they said, will be selected from among "the v's as well as the u's," from "the financially sick and the well." But the primary goal, it was plain, is to help the tottering.

NATS' earnings, it was explained, will come from commissions on time sales it makes on behalf of participating stations, plus a "modest" percentage of stations' gross sales. Officials said NATS salesmen will work in cooperation rather than in competition with stations' representatives and local sales staffs.

Although they declined to estimate the probable ultimate size of the NATS staff, key figures did say that a team consisting of personnel experienced in station management, programming, sales and fiscal operations will meet regularly, or as often as needed, with each member station. Initially there will be four local sales teams, they said.

The new firm was described as operating basically as "a sales and service organization and film network to the stations associated with it." Separate headquarters, currently in the NTA offices at 625 Madison Ave., New York, will be established "before the first of the month."

A national sales force will operate out of offices to be set up in Los Angeles and Chicago as well as New York to handle national program and national spot sales for member stations. Upon request of a member station a trained sales force will be supplied to handle promotions and sales campaigns at the local level, according to officials.

Evolution of the plan dates back to last year when General Electric, faced with a growing number of non-payments on equipment bought by stations, and concerned with the increasing financial distress among uhf stations generally, assigned Glenn Lord, manager-manufacturer of broadcast equipment, to investigate and recommend a campaign to correct the situation.

Mr. Lord, who in his pre-GE days was a business consultant and who now has been relieved temporarily of his manufacturing duties to serve as liaison between GE and NATS, said he found—aside from a generally pessimistic attitude toward uhf—a number of "variables" entering into the success or failure of individual stations. Among these he cited management, local selling techniques, the amounts of time being sold to national advertisers (some as low as $65 a month), the attitude of station operators, some of whom were looking for quick profits, and expenditures for films, some of which were found to be far out of line.

Dr. Baker summarized the findings thus in his luncheon talk:

"Successful stations, whether uhf or vhf, have all possessed certain factors: market, programming, efficient management, sound financial

SOME of the key figures in the evolution of National Affiliated Television Stations Inc. are (l to r): seated, Glenn Lord, manager, manufacturing of broadcast equipment, General Electric Co.; Berman Swarttz, west coast attorney and producer, who is NATS secretary-treasurer; William J. Morlock, general manager, commercial equipment dept. of GE; Ely A. Landau, president of National Telefilm Assoc. and executive vice president of NATS; standing, Robert Platt, manager of finance, GE broadcast equipment; Raymond Baker, GE attorney; Oliver Unger, NTA executive vice president and NATS vice president; Joseph Justman, president of Motion Picture Center Studios in Hollywood, NATS board chairman; Frank Barnes, manager-marketing, GE broadcast equipment, and Paul Chamberlain, general manager, GE broadcast equipment.

backing and access to national advertisers. The lack of just one of these factors could be enough, we found, to tip the scales and prevent successful station operation. Lack of just two could and usually would be fatal."

In the course of the GE survey Mr. Lord met Mr. Justman, movie producer and president of Motion Picture Center Studios, and Mr. Swarttz, producer and an associate of Mr. Justman in MPCS, where a number of tv programs are filmed. These three called in NTA's Mr. Unger for joint discussions, which started in Hollywood in January, of "the entire uhf situation, the wide scope of the problem and possible solutions." They found, they said, that GE's studies coincided with those which NTA had been making for several months.

Out of these discussions, 71 days after the first one, came NATS. Figuring prominently in the final phases, officials said, were William J. Morlock, general manager-commercial equipment department of GE; Paul L. Chamberlain, general manager-broadcast equipment, GE, and NTA's President Landau in addition to Messrs. Justman, Swarttz and Unger.

Mr. Justman Friday noted that his background is in motion pictures but that his studio has converted to television and that his interest has been in that direction for some time [he also has acquired ch. 27 KVVG (TV) Tulare Calif., subject to FCC approval]. He told the luncheon group that "when television stations are closing, everyone in the television industry, including myself, must be alarmed."

"I don't pose as an expert in television," he continued, "but I did realize that not only was the investment of the station owners being lost, but the public was suffering a narrowing of its entertainment sources. It follows that the producers of television programs were next in line to be hurt.

"It was at this point some months ago that the plan we are discussing today came into being. It was apparent that drastic action was needed and needed immediately. There is no point in a prolonged consultation of doctors while the patient dies for the lack of a transfusion.

"It was obvious to me that the groups that held the biggest stakes in television must come forward to meet the emergency. My job has been to bring them together. First, a leading manufacturer of television broadcast equipment, General Electric; second, an important distributor in the field of television, National Telefilm Assoc., with whom I had had previous association, and lastly myself and Berman Swarttz, representing the production element. From this NATS was born."

Mr. Justman said that "without the progressive thinking of General Electric and National Telefilm Assoc. we would not be here today. We cannot and should not be required to do the job alone. Our vision and courage must be as big as the problem. There is room enough for all of you in the television industry to help."

Mr. Unger also invited "others in the television distribution field, in their own self interest, to join us in this effort to keep alive the life line that sustains us all."

Noting that more than 30 producers have invested $10 million in films being distributed by NTA, Mr. Unger said "any threat to the well-being or number of outlets is a threat to our producers and ourselves."

In the conferences that led to the formation of NATS, he said, "it was our purpose to find a practical plan, not a panacea. A plan realistic and hardheaded as good business itself, but filled with hope. A plan flexible enough to encompass the strong and the weak, the affiliated and the unaffiliated, the u's and the v's."

He said "we have already sounded out many in the television industry and their thinking has helped to shape what we are proposing. Preliminary surveys indicate that the welcome mat is at the door of many stations and not only those with the mortgage under the mat.

"While encouraged, we are not underestimating the task ahead, nor minimizing the support we will need to succeed. The advertisers, the agencies, the reps, the film producers, and the public all have a stake—all can and must help."

Mr. Unger said that NTA, whose library currently is serving 190 of the approximately 425 tv stations, shortly will announce "several outstanding television film packages and serials." NTA currently handles 156 feature films, 33 westerns and 21 series of varied length. The list includes *China Smith, Orient Express, Police Call* and *New Adventures of China Smith.*

Dr. Baker said GE's participation in the NATS plan "is the strongest possible indication of our belief that:

"First, uhf as a television service is sound and is the basic key to the further growth of television coverage and, to steal a phrase from the international scene, there can be successful national television service including successful competitive, if not peaceful, 'coexistence' between vhf and uhf stations.

"Secondly, that there is a definite place in a national television service for the independent television station, just as there is a definite place for the independent radio station.

"Finally, that since a nationwide television service is in the public interest, General Electric recognizes its obligation as a corporate citizen to lend its support to a sound and, we believe, effective proposal for assisting in the establishment and success of such a television service."

Mr. Landau presided over the luncheon meeting.

COLOR CASTING

Advance Schedule Of Network Color Shows

CBS-TV

March 28-April 1 (2-2:30 p.m.): *Robert Q. Lewis Show,* participating sponsorship.

April 6 (10-11 p.m.): *Best of Broadway,* "Stage Door," Westinghouse Electric Co. through McCann-Erickson.

April 17 (11-11:15 p.m.): *Sunday News Special,* Norwich Pharmacal Co. through Benton & Bowles.

NBC-TV

March 23 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

March 27 (7:30-9 p.m.): Dedication of Burbank Studios, *Entertainment 1955,* Hazel Bishop Inc. through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

March 31 (7:30-7:45 p.m.): *Dinah Shore Show,* Chevrolet Div. of General Motors Corp. through Campbell-Ewald Co.

April 2 (10:30-11 p.m.): *Hit Parade,* American Tobacco Co. through BBDO.

April 4 (7:30-9:00 p.m.): *Producer's Showcase,* "Reunion in Vienna," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt and Grey Adv. Agency.

April 9 (9-10:30 p.m.) *Max Liebman Presents,* "Desert Song," Oldsmobile Div. of General Motors through D. P. Brother & Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

ANA RAISES THIS QUESTION: WHAT DO MEDIA DOLLARS DO?

National advertisers meeting last week at Hot Springs, Va., indicates, however, they're relying more than ever on radio, tv and other media. Association also acts to condemn bait advertising.

NATIONAL advertisers are increasing their media budgets this year—including tv and radio—but they want to know what they are getting for their dollars and they want media to raise ethical standards by throwing out all bait advertising.

At the spring convention held at Hot Springs, Va., last week by the Assn. of National Advertisers, B•T found in a check of delegates that:

- At least two-thirds of the advertisers are spending more media money in 1955 than a year ago.
- Over half of those in tv are using heavier visual budgets this year.
- About half of the advertisers contacted said they are buying as much or more radio as last year.
- Some have cut radio to meet the rising cost of tv campaigns and others couldn't give a definite answer because of seasonal factors and incomplete planning.

These are impressions gleaned from talks with three score advertisers ranging from those spending $10 million upwards to a small eight-radio-station user planning to add one more station to seasonal promotion.

ANA's 374 member companies spend $1.5 billion dollars a year for advertising, with 54% of the companies having media budgets over $1 million for each (national space and network time only).

No Harps for Radio

Major national advertisers are always quick to turn to glamor media such as radio in the past two decades and tv in recent years. Last week there was none of the "Is Radio Dying?" talk heard earlier in the television era. Instead radio is accepted in every corner of the country and used to reach spots television can't touch.

One of the nation's top agency executives, Barry Ryan, chairman of the board of Ruthrauff & Ryan, wound up the three-day schedule of general meetings with a tribute to the way radio has rolled up its sleeves, adjusting to changes in the way people live. He called it "a new kind of individual medium" in which dad, mother, each of the kids and the cleaning girl have their own radios. He cited radio's circulation of 111 million sets compared to 67 million in 1947. Mr. Ryan lauded television, which "has stepped into two-thirds of our homes," and noted the development of radio and tv advertising bureaus.

Another agency executive, E. R. Richer, vice president of Grey Adv. Agency, advocated thorough merchandising and cited a 30% increase in January sales of Exquisite Form brassieres compared to a year ago as a result of *Stop the Music*. He said the program was pre-sold three to four months before it went on the air.

ANA's advertisers felt they were making progress last week in solving their most important problem—how to know when an advertising is producing sales. Dr. Joseph E. Bachelder, director of experimental television and motivational research of Gallup & Robinson Inc., Princeton, N. J., described his company's "revolutionary" approach to this problem. He appeared at the Friday morning session and then took part in a closed radio-tv panel Friday afternoon. George H. Frey, NBC vice president, described new tv color developments at the panel (see color story, page 112) and Rodney Erickson, Young & Rubicam, told "How to Keep Tv Costs Down and Audience Appeal Up."

Dr. Bachelder told B•T his firm has been working two years on the sales effectiveness study and now is offering a continuing service as compared to occasional one-shot radio, tv and other media studies that have been made in the past. The reports are now on the monthly basis, and are narrowed down to particular products. Special questioning techniques are used to find the effectiveness of television.

Past efforts to measure sales produced by advertising have been inadequate, he said. Now Gallup & Robinson is using what he called "the direct approach." This led to the finding that reliable and stable data could be secured by, in essence, asking a large sample of individuals what had been purchased in a given period as a result of seeing or hearing advertising.

"The intervening procedures require that the questions be properly phrased and that they be asked in a suitable context. The interest is in the fact that people not only can but will give accurate and reliable testimony about their purchases. To a useful extent they know and can report on where they learned about the things they buy.

"The information resulting from this testimony, collected periodically, can provide advertising with a useful and objective basis for evaluating the current proportion of their sales resulting from specific media."

In submitting a bait resolution (text page 30) to the convention, President Paul West said, the action was unusual in ANA history and was designed to show the business world how important national advertisers consider the bait advertising problem even though none of them are directly involved.

The subject was discussed at length Tuesday at a meeting of the ANA board, he said. Gilbert Weil, ANA council, explained that the advertiser's intent is "not to sell the item advertised," the opposite of normal practice, with actual statements in the advertising not being dishonest. He told how the customer becomes a lure for a salesman who cleverly implies that while it might cost his job, he must explain that a broken needle in a sewing machine, for example, would leave the buyer with useless junk, then the up-selling starts.

Mr. West added that the practice is breaking down confidence in all forms of advertising, tarring everyone with the bait brush and causing legislative bodies to consider curbs on legitimate advertising. Any undermining of advertising also undermines the national economy, he said, terming bait "a revolting perversion of advertising." He called for vigorous enforcement of statutes now on the books and urged media not to be a party to these unethical practices. Only comment from the floor before approval by a rising vote was a question about the public relations aspects of ANA's action, but the subject was not pursued.

Edwin W. Ebel, corporate marketing director of General Foods Corp. and ANA board vice chairman, presided at the Friday session on the challenge that faces advertising. The session included a preview of the new slide color film prepared by ANA in conjunction with American Assn. of Advertising Agencies. The film is titled "If We as a People." The contents of the film will not be released until it is previewed again at the AAAA convention to be held next month at Boca Raton, Fla.

The new ANA-AAAA program to promote understanding of the American economic system is one of a series of joint projects. Within the last three years the two associations have staged nationwide promotion drives widely credited with major roles in halting a recessionary trend. These films showed in dramatic manner the firm foundation of the American system of private enterprise and the nation's buying potential. The Advertising Council participated in the circulation of the ANA-AAAA message.

Raising the question "How Do You Know If Advertising Is Effective?" Paul Gerhold, vice

THIS GROUP of radio-tv sponsors at the ANA meeting includes (l to r): front row, James J. Delaney, Sinclair Refining Co.; William B. Smith, Thomas J. Lipton Inc.; Virgil Simpson, DuPont; Walter E. Blanchard, Ford Div., Ford Motor Co.; back row, Jack Graham, Goebel Brewing Co.; Joe Allen, ANA radio-tv director; Edwin W. Ebel, General Foods; George W. Shine, Avon Products, and Carl Haecker, RCA.

ANA'S 'BAIT ADVERTISING' RESOLUTION:

THE ANA now in convention at Hot Springs, Va., today, March 17, registered deep concern over the outcropping of a dishonest selling practice called "bait advertising," which is being resorted to by some unscrupulous retailers in certain communities.

The ANA is devoted to safeguarding the values of advertising as an essential instrument in the marketing process on which a healthy economy must depend. The ANA holds that any dishonesty or sharp practice that undermines public confidence in advertising also undermines the health of the nation's economy.

The legitimate use of advertising is to inform the buying public in good faith of the merits of an article or service which is offered for their purchase. "Bait advertising" involves the insincere use of a product as a lure with no honest intention actually to sell it. It is therefore a revolting perversion of advertising and the very opposite of the ethical principles of the overwhelming majority of advertisers.

ANA therefore pledges its support and calls upon all members of the business community to do all they can to stamp out this dishonest practice immediately.

Specifically, ANA recommends:

That the statutes which are already in existence be promptly and vigorously employed—and that all advertisers, businessmen and members of the public generally, give local enforcing officers their fullest cooperation; and that media, which are in a position by their close contact to ascertain the bona fides of their advertising accounts, act to prevent and forestall abuses, by assuring themselves that media are not being made a party to a "bait selling" operation.

The offense cannot long withstand a determined pursuit of those two major lines of attack, and ANA wishes by this statement to record its readiness, and that of its members, to support such a program in every manner possible.

president of Foote, Cone & Belding, told how the agency is studying ways of measuring consumer response to product advertising. Obviously advertising must produce sales, he said, but its impact is as obvious as a time bomb.

Collecting advertising and sales data in specific markets, the agency found marked differences from year to year in the advertising dollars channeled by advertisers into these areas.

He gave this example: "Between two of the years that we were studying, Syracuse, N. Y., showed a minus 5.6% change in its per cent of advertising to the total for all these potential test markets. In the first year it had received 29.2% of the total advertising. In the next year it received 23.6%. Thus, between the two years the market had a relative loss in advertising support equal to 5.6% of the total markets."

Between the same two years its per cent of the total sales in all the markets dropped less than 2%.

An advertising management committee was formed by ANA, with two dozen leading advertisers joining in a study of advertising department functioning. Russell H. Colley, formerly General Electric Co. management consultant, is in charge of the project.

Arthur E. Tatham, board chairman of Tatham-Laird Inc., described the skyrocketing growth of advertising budgets and the problems faced by agencies. Development of tv has made heavy demands on creative talent, he said, citing multi-show and reciprocal plug combinations. He recalled an advertising presentation based on the theme, "A Television Show Every Day, and Two on Sunday." Radio, tv, changes in printed media and other steps in advertising progress have created the need for what Mr. Tatham called "a half-dozen dialects for their special forms." He said the advertising business in now operating with antiquated equipment, facing the greatest challenge in its history. Charles Brower, BBDO executive vice president, citing a list of remarks made three decades ago and guaranteed at that time "to produce premature grayness," mentioned this typical comment of that era, "Ever since radio came in people don't read anymore." Another, "It's time we got some hard selling copy—something that will move goods." Those comments were typical of needling tactics of the era, he said, stating that advertisers weren't needling their agencies as severely in the current decade. "No advertising can be greater than the advertisers," he said.

Radio is a good example of the way media have adjusted to changes in living patterns, Mr. Ryan said, pointing out the way it "rolled up its sleeves and went to work to find a new niche when it was displaced as the glamour gal of the media world."

The result of this sleeve-rolling, he said, is that radio today "is emerging as a new kind of individual medium. Mother has a radio in the kitchen; the cleaning girl carries one around from room to room; each of the kids has one; Dad has a radio in his car." There isn't a single media that hasn't grown phenomenally in circulation, even against tv, he said, citing a 67 million radio set circulation in 1947 compared to 111 million today.

"In the short space of a few years," he continued, "tv has stepped into two-thirds of our homes. The capacity of our population to absorb media seems virtually unlimited." He noted the creation of such media bureaus as Radio Advertising Bureau and Tv Bureau of Advertising, along with specialized research that goes right into the pantry and dealer-distributor contacts.

Referring to television's big national shows and the potentials of color, Mr. Ryan said the visual medium is more than major productions. He continued, "There are many doors to tv—participation, spots—which more and more 'small space' advertisers can open." Research provides ways of relating advertising and promotion to the movement of products, he said, looking at the information made available rather than inconsistencies and variations in the methods used.

"Take radio and television ratings," he suggested. "Sure, any one of us can make or break a case for one service over another. You can argue their respective merits till you're blue in the face—but with this you cannot argue: They are giving us a basis for measuring the value we get from dollars spent in radio and television that is infinitely better than relying on opinion.

"By all means let's encourage them to strive for improved techniques—but let's not forget to say 'thank you' for giving us yardsticks without which we'd be lost."

Mr. Ryan called for a new appraisal of agency and client relations, bringing both closer together to meet changes in the nation's economic and living patterns.

Starting out with the premise that more money is being wasted in advertising today than any time in history, Mr. Richer blamed these losses on failure to merchandise advertising ahead of time "to the people for whom it can do the most good—distributors, dealers and retail outlets of the manufacturer whose product is being advertised."

Green Giant food firm, makes "a million dollars look like 10 million" because of its intensive pre-selling, he said. Here he explained the Exquisite Form brassiere tv success story in this manner:

"There is no reason why television can't be merchandised ahead of time even though, perhaps, you may not have all of the specifics as to networks, stations and times. We just got through merchandising *Stop the Music* for Exquisite Form brassieres. We knew that a percentage of the stations we were talking about might not ultimately be able to carry the show, but nevertheless we did pre-sell *Stop the Music* between 90 days and 120 days ahead of the time it ever went on the air.

"The result? Well, Exquisite Form's January business is 30% ahead of a year ago."

Mr. Richer said the Grey agency is planning a greatly expanding Campbell Kids promotion next autumn for Campbell soup. Television, magazine and other advertising campaigns were pre-sold to retailers, distributors and other outlets in the recent promotion.

David Kutner, advertising and sales promotion director of Motorola Inc., described a merchandising campaign for Motorola tv sets conducted last fall in conjunction with B. F. Goodrich Co. The Goodrich retail outlets and associated dealers were given merchandising kits that included radio spots and other local advertising aids. Goodrich outlets pushed Motorola sets and the *Burns & Allen* tv commercials included a coffee-server premium offer to draw traffic to retailers. Nearly 300,000 coffee servers were sold at a low price and Motorola operated on a low budget that included an eight-page advertising picture insert in *Coronet*.

NBC provided entertainment for the annual dinner. Talent included the Shep Fields orchestra, Denise Darcel and Billy DeWolfe.

Slenderella Head Lauds Radio For Role in Salon Expansion

RADIO was credited last week by Larry Mack, president of Slenderella International, with playing a major role in the "rapid growth" of the chain of reducing salons. The company has 58 salons in 15 cities after starting in 1950 with four in New York.

At a luncheon for New York area radio personalities sponsored by Slenderella, Mr. Mack said, "We have learned many things about the proper use of this medium. First, we enlist personalities who have large followings in the early morning hours; second, we concentrate on Monday, Tuesday and Wednesday programs, which we find more productive than later days in the week, as most women plan new projects early in the week; third, we use male personalities for the most part."

Mr. Mack described radio as "the perfect medium for anyone who has a new product to introduce," adding that it "reaches a maximum audience at a minimum of cost," and is flexible to the point that copy can be changed "in an hour's notice."

ARB, HOOPER DIVIDE RADIO-TV RATINGS AS PACT INVOLVING STOCK TAKES EFFECT

Both firms will maintain separate identities with American Research Bureau covering tv and Hooper confining itself to radio studies. Each company will hold stock in the other and each will have a member of the other organization on its board of directors.

TWO BROADCAST research organizations joined hands last week.

American Research Bureau and C. E. Hooper have a "working agreement" wherein both will maintain separate identities but ARB will concentrate on television while Hooper will confine itself to radio.

The agreement was announced in New York Wednesday at a news conference held by ARB's President James W. Seiler and Hooper's President James L. Knipe.

It was explained that the agreement would be in effect April 1. ARB, which has published its regular television reports, will continue to do so but C. E. Hooper Inc. will not compete in that field. The Hooper organization will continue to publish "Radio Hooperatings" but will drop all tv reports.

Although no financial terms were disclosed, it was specified that the firms will exchange stock, each organization becoming a shareholder in the other, with Mr. Knipe representing the Hooper concern on the ARB board and Mr. Seiler similarly representing ARB on the Hooper board.

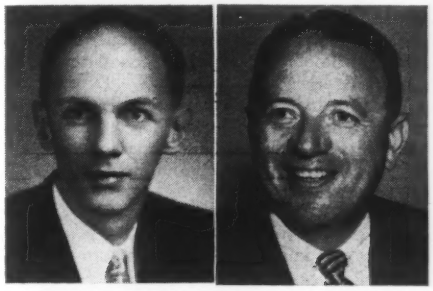
While the organizations will publish separate reports on separate media—and continue use of their previous methods of measurement (ARB, diary; Hooper, telephone coincidental)—the two firms will assist each other in providing consultants and associates in research, production and sales problems.

The "partnership" will be felt particularly among the sales forces of each firm. Clients will be urged to use Hooper for radio and ARB for tv, it was explained.

ARB's "Tv-National" and monthly city studies will continue as will Hooper's current reports on radio cities, which total about 90, of which 55 are on a regular basis. ARB offers 70 cities in its basic tv research package and another 10 on a station-financed basis.

Mr. Seiler said the Hooper firm will act as consultants to ARB in tv but concentrate its active research and selling to radio where, he said, they "have always been the leading factor." Mr. Seiler also said that when ARB first started, the diary method "was under good bit of attack. Today, practically everyone in television research has come to some sort of diary approach."

Mr. Knipe said that for several months his organization had been "giving serious thought to our future course in research." He said



MR. SEILER MR. KNIPE

"for some time we have felt that our wide acceptance and long experience in radio made it wisest to specialize in that area. Once we made the final decision to do this, the association with ARB became logical."

Mr. Knipe, who was executive vice president and general manager for the Hooper firm more than a year, was elected president and board chairman last January. C. E. Hooper, who founded the firm, died in December as the result of a boating accident. Control of the company reportedly remains with the Hooper family.

Apparently the Hooper decision to work with ARB is a departure from its original thinking. Since last January, Mr. Knipe has maintained that his organization would enter the national rating scene this spring. Last Wednesday, however, Mr. Knipe said his company "seriously doubts the wisdom of a national radio report."

He said that his firm's researchers had talked of "entering tv nationally" but that it was out now in view of the agreement.

Although never referred to as such, C. E. Hooper Inc. actually went through a period of plans review following Mr. Hooper's death. First decision was to shelve "Hoopereports on Tv Commercials" which would have made its debut in January [CLOSED CIRCUIT, Feb. 7]. Asked about such a possible service, Mr. Seiler said there were no plans but that ARB would "try to fill the needs of the industry."

Mr. Seiler, who hailed the agreement as a step toward relieving the industry's research field of "useless dissension while improving radio and tv service," agreed with Mr. Knipe that the "competitive" factor between the two firms had hastened the working arrangement.

Both men said that there was a high correlation between the services in measuring tv audience. Mr. Seiler commented both companies had been "accomplishing the same thing in two different ways." ARB salesmen, he said, often were asked by clients if ARB had a radio report. "We would have to admit that Hooper was good on radio," he smiled, but because Hooper also had a tv report "it was a cause of embarrassment to us."

Mr. Knipe said that the pricing also was a factor, since ARB was lower in cost—"ARB is the finest business research organization in efficiency," he commented.

In selling the services, pricing will be separate. The services must be purchased separately, not as a package, it was explained.

Mr. Knipe offered the opinion that radio interest among agencies and advertisers will "continue to grow." He said there is a shortage in radio buying skills at agencies and that present buyers of radio time "need all the help they can get." "I'm extremely bullish on the outlook of radio from this point on," Mr. Knipe said.

C. E. Hooper Inc., founded in 1938, has not changed its standard coincidental telephone

LATEST RATINGS

PULSE

Top 20 Regularly Scheduled Once a Week Shows (Tv)

		Rating Feb.	Jan.
1.	Jackie Gleason (CBS)	41.9	
2.	Dragnet (NBC)	40.4	39.8
3.	Toast of the Town (CBS)	39.5	36.0
4.	I Love Lucy (CBS)	38.9	40.2
5.	Groucho Marx (NBC)	38.6	38.0
6.	Bob Hope (NBC)	31.5	
7.	Godfrey's Talent Scouts (CBS)	30.0	30.9
8.	Jack Benny (CBS)	30.0	29.4
9.	George Gobel (NBC)	29.6	27.4
10.	Disneyland (ABC)	29.5	28.1
11.	Ford Theatre (NBC)	29.2	27.4
12.	Our Miss Brooks (CBS)	29.0	29.2
13.	Two for the Money (CBS)	28.5	27.5
14.	December Bride (CBS)	28.2	
15.	What's My Line? (CBS)	27.8	27.5
16.	Fireside Theatre (NBC)	27.7	
17.	Burns and Allen (CBS)	27.4	27.4
18.	Justice (NBC)	27.0	
19.	Godfrey and His Friends (CBS)	26.8	27.6
20.	I've Got a Secret (CBS)	26.6	
21.	Studio One (CBS)	26.6	27.3

Top 10 Regularly Scheduled Multi-Weekly Shows (Tv)

		Rating Feb.	Jan.
1.	Howdy Doody (NBC)	16.5	16.4
2.	Perry Como (CBS)	15.5	15.2
3.	News Caravan (NBC)	15.0	14.3
4.	Dinah Shore (NBC)	14.8	13.8
5.	Eddie Fisher (NBC)	13.9	14.1
6.	Pinky Lee (NBC)	13.7	13.5
7.	CBS News (CBS)	13.5	13.2
8.	Arthur Godfrey (CBS)	13.3	12.5
9.	Search for Tomorrow (CBS)	13.3	13.0
10.	Guiding Light (CBS)	12.3	

NIELSEN

Two Weeks Ending Feb. 12 (Radio)

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for all Programs)		(1,284)
1.	Jack Benny Show (CBS)	3,256
2.	Amos 'n' Andy (CBS)	3,118
3.	Dragnet (NBC)	2,568
4.	You Bet Your Life (NBC)	2,476
5.	People Are Funny (Mars) (CBS)	2,476
6.	Lux Radio Theatre (NBC)	2,476
7.	People Are Funny (Toni) (NBC)	2,385
8.	My Little Margie (CBS)	2,339
9.	Our Miss Brooks (Toni) (CBS)	2,293
10.	Our Miss Brooks (Amer. Home (CBS)	2,293
Evening, Multi-Weekly (Average for all Programs)		(1,009)
1.	News of the World (NBC)	1,926
2.	Edward R. Murrow (M-W-F) (CBS)	1,926
3.	One Man's Family (NBC)	1,880
Weekday (Average for all Programs)		(1,743)
1.	This Is Nora Drake (Toni) (CBS)	2,843
2.	Our Gal, Sunday (Amer. Home) (CBS)	2,797
3.	Helen Trent (Participating) (CBS)	2,797
4.	Helen Trent (Amer. Home) (CBS)	2,752
5.	Ma Perkins (CBS)	2,752
6.	Arthur Godfrey (Staley) (CBS)	2,752
7.	Arthur Godfrey (Campana) (CBS)	2,752
8.	Young Dr. Malone (CBS)	2,706
9.	Our Gal, Sunday (Participating) (CBS)	2,660
10.	Perry Mason (CBS)	2,660
Day, Sunday (Average for all Programs)		(550)
1.	Adventures of Rin Tin Tin (MBS)	1,422
2.	Nutrilite Show (NBC)	963
3.	Greatest Story Ever Told (ABC)	963
Day, Saturday (Average for all Programs)		(1,009)
1.	Gunsmoke (CBS)	2,064
2.	Robert Q. Lewis (H. Curtis) (CBS)	1,743
3.	Galen Drake (10:05) (CBS)	1,605

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VIDEODEX

Top 10 Spot Tv Shows*

February 1-7

	Name of Program	% of Tv Homes	No. of Cities	No. Tv Homes (000's)
1.	I Led Three Lives (Ziv)	23.1	135	6,277
2.	Liberace (Guild)	19.8	160	5,791
3.	Badge 714 (NBC Film Div.)	19.5	153	5,367
4.	Ellery Queen (TPA)	17.6	40	2,963
5.	Favorite Story (Ziv)	17.2	78	2,595
6.	Eddie Cantor (Ziv)	16.5	69	3,039
7.	Death Valley Days	16.4	34	1,227
8.	Annie Oakley (CBS-TV Film Sales)	15.7	57	2,934
9.	Wild Bill Hickok (Broidy)	15.3	110	4,164
10.	The Star & the Story (Official)	15.0	49	2,043

* Programs appearing in a minimum of 20 markets.

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technique that it employed through the years in radio. In tv, however, the Hooper firm was using a combined diary-coincidental telephone method.

In 1950, the late C. E. Hooper sold his national radio and tv rights to A. C. Nielsen Co. Under this contract, the company was committed not to re-enter the national field until March 1, 1955.

ARB started up in 1949 with three city reports. During its early period, a try at radio reports was initiated for Washington, D. C., and Baltimore but after about a year, it was abandoned. ARB now reports regularly on more than 70 cities in addition to the monthly tv-nationals. The firm also issues quarterly reports on set replacement and sales and prepares special audience reports on request. Two years ago (April 1953), ARB purchased Uhf-Vhf Reception Reports. It is now preparing a study of 140 "Abilene-to-Zanesville" markets on which there is no current tv audience information, Mr. Seiler said [B•T, March 7].

At the same time, C. E. Hooper Inc. announced a schedule of Radio Hooperating reports for the remainder of the 1954-55 broadcast season and for the 1955-56 season.

The Hooper firm said the schedule consists of separate reports on 50 cities, on 10 cities and for 15 "unspecified" cities dependent on "station negotiation" for a total of 75 cities. Also likely, according to Hooper, is another 30 unspecified cities, again dependent on station negotiation. Publication dates of the reports have not been announced.

The 15 "unspecified" cities probably will be selected, the firm said from these 20: Bakersfield, Calif.; Bangor, Me.; Bridgeport, Conn.; Cedar Rapids, Iowa; Danville, Ill.; Des Moines, Iowa; Duluth-Superior, Minn.; Fargo, N. D.; Fresno, Calif.; Green Bay, Wis.; Hartford-New Britain, Conn.; Huntington, L. I.; Johnstown, Pa.; Lansing, Mich.; Las Vegas, Nev.; Lexington, Ky.; Madison, Wis.; South Bend, Ind., and Springfield, Ill.

SRA JOINS BATTLE OVER NSI REPORT

Association's research committee denies validity of index because of a 'paucity of sample' and other factors leading to an 'inherent bias against radio and for television.'

THE CONTROVERSY over A. C. Nielsen Co.'s first two Nielsen Station Index (NSI) radio reports, which brought charges that they underevaluated the size of radio audiences substantially [B•T, March 14], was entered into last week by Station Representatives Assn.'s research committee.

Reporting after a meeting Thursday that it would "lend a hand" in the discussion, the committee said "preliminary examination" of the NSI reports thus far issued "shows evidence of instability of the measurement due primarily to inadequate sample size."

"The committee feels that the NSI system of measurement has the inherent limitation of other measurement systems marked by a paucity of sample, and that any system that uses the same sample size for radio and for television seriously short-changes radio," the SRA account said.

The committee said an analysis of charts based on the studies indicates there may be "an inherent bias against radio and for television." The analysis showed that "in at least one city" Nielsen figures on tv sets in use "often reach twice the figure shown by any other syndicated tv audience measurement system," while "radio sets in use (shown by NSI) in many instances are less than half that shown by widely-accepted systems of radio audience measurements."

SERGEANT's Dog Care Products, signing for 20 participations on *Today, Home* and *Tonight,* becomes the first advertiser under NBC-TV's "Summer Incentive Plan—1955," offering savings up to 34.6%. (story page 110). The contract, extending from May 31 through Sept. 1, is approved by (l to r) Thomas McDermott, vice president of N. W. Ayer & Son, agency for Sergeant's; Mort Werner, NBC director of participating programs, and Roy Porteous, NBC participating program sales manager.

Committee is headed by Ward Dorrell, research director of John Blair & Co. and Blair-Tv Inc.

The reports were those for Los Angeles and Philadelphia. The SRA committee said they indicate that "to express adequately the broadcast audience in millions of homes that own three million radio sets will require much more than 220 diary homes and 31 Audimeters in the Philadelphia area and a similarly small number in the Los Angeles area."

The committee quoted from an address in which Arthur C. Nielsen, head of the Nielsen firm, discussed "Limitations of Diary Method." The committee also said it "is conscious of the fact that Mr. Nielsen asserts some of these limitations . . . are presumably modified by the use of a 'quality control,' in the form of a small number of Audimeters in both markets."

How except by "small sample size," the committee asked, can one explain "that in one market at 7:30 in the morning the report shows one station with 3.1 listeners per home, and no other of the five reported stations with more than 1.7 listeners per home? This is just one of numerous anomalies which exist, such as audience too small to report during the best listening hours of the day, and extreme deviations in audience composition. For example—36% of the audience listening to stock market reports were children."

The committee also challenged the NSI reports' omission of automobile and other out-of-home listening.

Murry Harris, public relations director, A. C. Nielsen Co., said Friday: "Any such acid criticism of NSI, on the basis of its alleged bias in favor of tv, displays a rather reckless disregard of the true facts. This statement was issued without any attempt to get the true facts from Nielsen.

"Fact #1: NSI's near automatic measurement of set usage is a far more reliable record than the well-known psychological shortcomings of interviews based on memory and percentages based solely on the number of people available for interview at a given moment. To say that NSI data is wrong *per se* in being lower than data of a widely used system based on recall is begging the question, as any unbiased research man will agree.

"Fact #2: Hints of a plot by our company to sell radio down the river by short-changing it are rather irresponsible in view of the pioneering NSI has done in giving radio types of audience data it's never had. This attack overlooks the large number of satisfied NSI subscribers who, for the first time, are using such sales tools as data on total listening, on four-week cumulative audiences, on audience loyalty (frequency of listening), and detailed audience composition.

"Fact #3: Also for the first time, regular reports on the scope of automobile radio listening are now being published nationally and locally by Nielsen. There's another strong selling tool for the broadcaster.

"Fact #4: It can easily be shown that our meticulously-chosen probability sample, over the regular measured eight weeks used for each report, represents the *truth.* It can no more be biased in favor of tv ownership and usage than it can, say, for Cadillac ownership and usage.

"Fact #5: As alert people in the industry have long realized, Los Angeles and Philadelphia are two of the most heavily saturated tv markets, with substantial daytime schedules. Radio logically has had strong competition.

"NSI was originally designed for maximum service to buyers and sellers of time. To base criticism on the search for "big numbers" is completely unfair, unrealistic and impertinent to the problem of advancing the welfare of both broadcast media."

Nielsen Releases First Auto Listening Report

PUBLICATION of the first regular "auto-plus" reports on nationwide car radio listening was announced last week by A. C. Nielsen Co., New York. The report covers the two-week period which ended Feb. 12.

According to the survey, the top "plus" to in-home set usage came on Saturday afternoons at 2-2:25 p.m., when 28% as much radio listening was being done in cars as in the home. The percentage figure represented a total of 2,109,000 car radios in use. The quarter-hour period which placed second-highest in the survey on car listening volume was Sunday, 3-3:15 p.m., with 2,018,000 automobile radios in use.

The reports stressed that while these were the peak time periods for auto radio use, figures for many other periods during the week, including those for weekday mornings and evenings, were substantial.

Data for the reports comes from Audilogs where figures are recorded by a representative national sample of drivers of radio-equipped cars. Data is verified by the car Recordimeter, the electro-mechanical device developed by Nielsen for measuring the use of car radios.

Arthur C. Nielsen, president of the company, in commenting on the report, noted that "The long-missing element of car radio listening is now available nationally for the first time, to emphasize the special merits of the radio medium, its mobility and its ability to serve listeners in all locations."

Mr. Nielsen said that CBS Radio was the first to subscribe to the "auto-plus" reports which, twice a month throughout the year, will give information on automobile radio use.

In Baltimore

ONE PENNY DELIVERS THIRTEEN VIEWERS

For Example:

THE CBS-TV MORNING SHOW

A weekly strip of five 20-second announcements at 8:55 A.M., figured at the 260 times rate, will reach approximately 165,500 viewers at a total weekly cost of $123.75.

Based on ARB—Feb 1955

On Maximum Power - Televising Color

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

Rail Oddities

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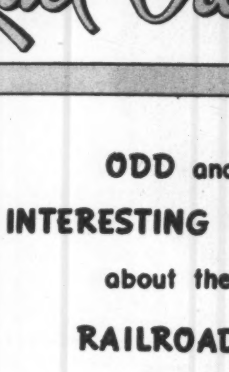

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A new edition of this booklet — odd and interesting things that are always coming up in the railroad business — some of them serious — others on the lighter side.

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Please send me a free copy of the Rail Oddities Booklet.

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NEW YORK GOV. HARRIMAN HOLDS MEET TO STAMP OUT FRAUDULENT ADVERTISING

Malignant practices discussed included 'bait-and-switch' advertising. Broadcasters who attended cite the value of the industry's standards and practices code and declare that there is no cause to single out the industry. Dispute over approach arises between governor and state attorney general.

THE BATTLE in New York against alleged "fraudulent" advertising on the airwaves moved into high gear last week.

At Gov. Averell Harriman's offices in Albany, a state-wide conference was held Tuesday by alarmed state officials, trade and consumer groups. From it came sentiment for new state curbs against undesirable advertising practices which include the notorious "bait-and-switch" approach.

In Brooklyn, a Kings County "rackets" grand jury that has been probing into the problem in the New York City area made its first move against alleged tv "bait-and-switch" advertising. A sewing machine company and three of its officers were arraigned Monday on charges of fraudulent advertising on a tv station.

Highlights of the week:

• Overshadowing the Albany conference was the sudden eruption of a political exchange between the Democratic administration and the Republican state's attorney general over which office would assume added powers against fraudulent advertising.

• While a number of schemes were detailed during the conference, attention was focused on three fields—home freezer food plans, tv repair services and "bait-and-switch" advertising, mainly on radio and tv.

• Recommended curbs narrowed to (1) licensing of radio-tv repairmen (to combat complaints of "gyps" in the receiver repair service field), and (2) establishment of a state trade commission patterned after the Federal Trade Commission, or as an alternative to this, (3) the use of injunctive power by State Attorney General Jacob K. Javits, and (4) possibly referring the situation to a legislative commission for study.

• Broadcaster representatives at the conference asserted that voluntary action in the industry could police the situation and emphasized the adequacy of laws already on the books.

Javits Asks 'Cease-Desist' Order

The spat between Gov. Harriman and Mr. Javits arose over the latter's impassioned plea for support of a bill before the state legislature that would enable his office to take direct actions of "cease and desist" against firms alleged to be engaged in advertising frauds.

This proposal was attacked by Gov. Harriman and his counsel, Daniel A. Gutman. Gov. Harriman said: "I don't believe it's the wise thing to set a monopoly in one man."

The governor also said he did not think self-regulation by business would solve the problem, although "an awful lot" can be done "if they set about to do it."

Mr. Gutman indicated that a trade commission or authority would be effective in controlling frauds "without rushing to court and without encumbrances of injunctions."

Mr. Javits Wednesday lashed at Gov. Harriman, asserting that the state chief executive apparently was attempting to discredit his plan. He said differences between his proposal and that of the governor's were "entirely policy differences and should be kept that way."

He labeled the reference by Gov. Harriman to a one man "monopoly" as an attempt to discredit "with slogans an honorable effort to find a prompt solution to a serious evil."

The Albany conference was held in the governor's hearing room. Its capacity of more than 150 people was filled. Dr. Persia Campbell, the governor's consumer counsel, presided.

The broadcast media were represented by Gordon Gray, WOR-AM-FM-TV New York; Michael R. Hanna, WHCU-AM-FM-TV Ithaca, and E. R. Vadeboncoeur, WSYR-AM-FM-TV Syracuse. Glen McDaniel, Radio-Electronics-Tv Mfrs. Assn. president, also spoke. Ralph Hardy, NARTB government relations vice president, was present as an observer.

Mr. Hardy was asked about the industry's standards and practices code. He explained its applicability to advertising and how a complaint of a code violation is handled by the code committee.

Mr. Vadeboncoeur, director of NARTB's second district, said the type of advertising under attack at the conference was at a minimum in upstate New York, citing some isolated cases and indicating that most of the complaints had centered in the New York City area. He said that his report was based on data from better business bureaus, chambers of commerce and stations in the upstate area.

Mr. Gray, speaking for his stations, described how WOR and WOR-TV screen advertising before it is on the air. He said the broadcast industry polices itself "pretty strictly and is quite well aware of its obligations."

Mr. Hanna, president of the New York State Broadcasters Assn., quoted from the Radio Standards & Practices Code, explaining the criteria by which a broadcaster rules whether advertising should be aired.

He said present laws on fraud are applicable and adequate to take care of the problem and that no further legislation was needed. Advertising copy from both broadcasters and publications is submitted to FTC, he said. He offered percentages of advertising copy set aside by FTC as possibly false or misleading, commenting these showed radio to be less in percentage than magazines and newspapers. Thus, he said, the self-policing of radio broadcasters stands up "reasonably well, particularly when compared to other media."

Mr. Hanna said there was no justification for singling out the broadcaster with charges of "dereliction of responsibility." The broadcaster, he said, has demonstrated an objective to perform not in mere accordance with the law but rather on a plane well above the law's minimum requirements.

Stresses Self-Regulation

Noting that the consideration of the public interest is foremost in the mind of the broadcaster, Mr. Hanna stressed self-regulation "voluntarily imposed and voluntarily observed."

Mr. Hanna, as did other media representatives, bitterly attacked "bait-switch" advertising, calling it a serious threat to the general public and to the structure of advertising. It destroys confidence of the listener in the medium, he said, and dilutes confidence in the integrity of all advertising.

Mr. McDaniel outlined costly efforts being made by manufacturers to upgrade the standards of technicians. He said that service complaints had declined since 1949 and that the problem was "narrowing rapidly." In this area, Mr. McDaniel urged self-policing.

Hugh R. Jackson, president of the Better Business Bureau in New York City, said he was happy over the radio and tv stations in the metropolitan area agreeing to a code of ethics to ban fraud ads from the air [B•T, March 14]. But, he said, it would be another week before the effect of the code could be determined. Mr. Jackson also told of various advertiser schemes designed to defraud the consumer.

District Attorney Edward S. Silver of Brooklyn, who has been gathering evidence of alleged fraudulent "pitch" advertising on the airwaves for the past eight months, described two cases. He played a wire recording for the audience of a lure to win entrance by a salesman to a private home without intention of selling the

SIGNING for broadcast of all St. Louis Cardinal exhibition and regular season baseball games over KMOX there, are (l) to r): seated, Ray Krings, advertising manager of Anheuser-Busch, which will co-sponsor the games with Marine Petroleum Co. (Cresyl 110) and General Finance Corp.; John Wilson, executive vice president of the Cardinals; standing, James Orthwein, vice president of D'Arcy Adv.; Walter Reisinger, assistant advertising manager of Anheuser-Busch, and Bob Hyland, assistant manager of KMOX.

'Times' Turns to Radio

THE *New York Times* bought a hurry-up spot announcement radio schedule in New York, Philadelphia, Boston and Washington last Wednesday night and Thursday morning to promote its publication of the text of the Yalta conference record, which took up almost 32 pages in the Thursday issue of the newspaper. Arnold Cohan, New York, placed the radio campaign on two stations each in New York, Philadelphia and Boston. The Henry Kaufman Agency, Washington, placed the spots on five Washington stations.

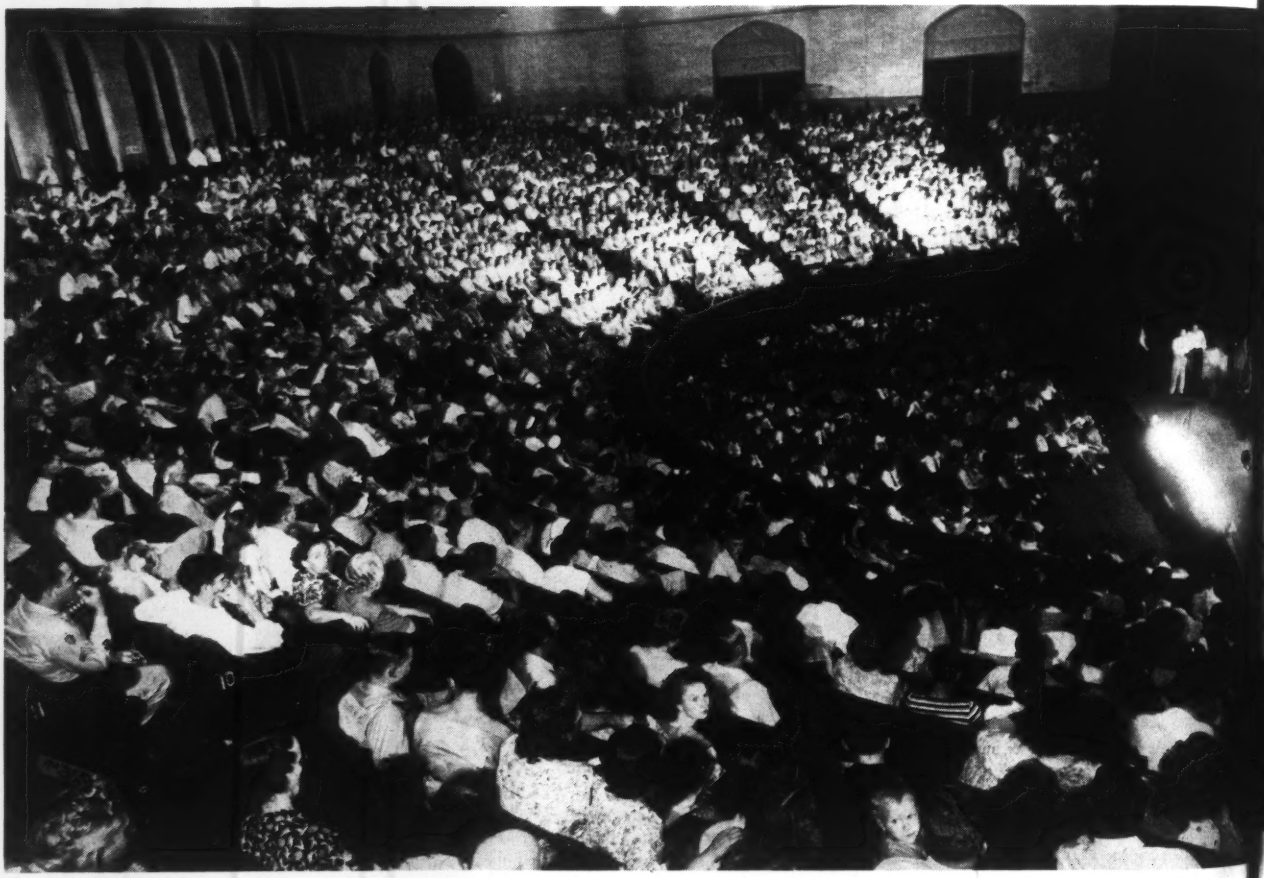
In Washington, the *Times* normally sells 10,000 copies; on Thursday it sold more than 17,000 copies. In the Pentagon, Defense Dept. headquarters, the normal sale is 400; by late Thursday afternoon more than 750 copies had been sold. About $1,000 was spent on buying 40 spots over the five Washington stations.

NASHVILLE, TENNESSEE

WSM

announces th

WSM entertainers, nationally known through records, sheet music sales, personal appearances throughout the United States, on the Grand Ole Opry and WSM local live programs, are the key to the WSM "Live Sound to the Live Audience" appeal.



Each week, more than 5,000 persons jam Nashville's hotels, motels and restaurants before viewing Tennessee's No. 1 tourist attraction, the Grand Ole Opry. Pictured above, capacity audience at Ryman Auditorium.

th*ppointment of* **JOHN BLAIR**

& COMPANY

as Exclusive National Representative

EFFECTIVE APRIL 1, 1955

The Air Castle of the South," incubator f nationally known talent, home of one of e three most important popular music ublishing and recording centers in the ountry, will continue, as it has for thirty ears, to serve the $2,713,331,000.00 Cen- l South Market, with the finest in live lent personality entertainment.

WSM is unique in being the single ad- rtising medium which can reach this normous market. No combination of her media serving the area can unlock ese tremendous economic potentials ex- ept at great cost.

WSM is pleased to announce the ap- ointment of John Blair & Company as s exclusive national representative, effec- ve April 1, 1955.

WSM NASHVILLE

NBC AFFILIATE
50,000 WATTS
CLEAR CHANNEL
650 KILOCYCLES

JOHN BLAIR & COMPANY

Representing Leading Radio Stations

The Grand Ole Opry, key program of WSM, "The Air Castle of the South," plays to a national audience, has been one of the keys to Nashville's emergence as one of the three most important music publishing and recording centers in the country by its presentation of outstanding live talent, many of whom have become national stars.

One of the outstanding morning programs in the country, "The Waking Crew" presents a 20-piece live orchestra under Owen Bradley, instrumental and vocal soloists and other musical groups, time, temperature, weather, news and local service geared to the WSM *radio* market in the Central South.

product advertised but rather to sell one higher priced. This is the basic "bait-and-switch" method. He also described how a policewoman and racket bureau detectives set up an apartment and posed as husband and wife to trap an operator of a television repair service which charged for parts never put in the tv set and for new components when actually they were used parts.

Mr. Javits said that his proposal for the power of injunction would be faster than the use of a state commission and alleviate the duties of district attorneys throughout the state.

Dr. Lawrence L. Jarvie, executive dean of the technical institutes and community colleges (of State U. of New York) said education was important for the consumer in order to know just what the technician can accomplish. Too many people, he said, are called "gyp" because the consumer is not familiar with the actual cost structure of tv repair.

Dr. George L. Fersh, specialist in consumer education at State U. Teachers College, Plattsburg, N. Y., also stressed the need for educating consumers and for broadening the economic education of teachers.

The accusation against the sewing machine company, Atlantic Sewing Machine Stores Inc., located in Queens, N. Y., was a two-count information (indictment). It charged the firm and its officials Aaron Glubo, president; Robert B. Epstein, treasurer, and Seymour Exelberth, sales manager, conspired to defraud between June 1953 and last December. According to the complaint, advertising was prepared by Atlantic Sewing Machine Stores and carried on WATV (TV) Newark.

Court Hears Charges

The court was told the company offered a sewing machine for $29.75 in "glowing and attractive terms" and viewers given several phone numbers to call. Inquiries were followed up by salesmen who, it was charged, were instructed by company officials "to do almost everything but sell a sewing machine at the price."

Assistant District Attorney Aaron E. Koota said, "They even went so far as to manipulate and rig these machines to render them unworkable during the demonstration. Then the salesman switched to higher-priced machines from $175 and up."

WATV, it was understood, had cancelled some $42,000 or more of home demonstration business per month nearly two months before the indictment was announced, when the station was informed that the sewing machine company had been put on Mr. Silver's inquiry list. Since the incident, it was reported, the station has refused all home demonstration advertising. WATV also was one of the most active stations in the New York City area in setting up the new code of ethics.

The defendants, first to be cited in the rackets squad investigation, pleaded not guilty in the court of special sessions, Brooklyn, and were released on $1,000 bail each for trial April 25. If convicted of the charge (a misdemeanor) the defendants could be sentenced up to three years in jail.

Jones Agency Takes New Lease

DUANE JONES, head of Duane Jones Co., last Tuesday celebrated at a Waldorf-Astoria luncheon the signing of a five year lease for new space on the 13th birthday of his advertising agency and announced that hereafter the agency would specialize in grocery product accounts. The company will be located on the 23rd floor of the Chanin Bldg., 122 East 42nd St.

Tv Draws for Straws

TELEVISION was credited last week by Betty Friedman, general manager of the FlexStraw Co. (drinking straws), Santa Monica, Calif., with helping to increase distribution of company products in San Francisco from 75% to 95% and boost sales a full 20%. These increases were noted during a 10-week period of sponsorship by the company of MCA-TV Film Syndication's *Abbott and Costello Show*. The filmed program is carried weekly over KRON-TV San Francisco.

Doll Makers Turn To Tv for Campaigns

A NEW industry for television advertising, doll manufacturers, is turning to tv to promote its wares, with at least four major doll manufacturers currently planning campaigns. The companies are Ideal Doll Corp., American Character Doll Co., Effanbee Doll Co. and Inez Holland House (Meadows dolls), all located in New York.

Ideal, which recently appointed Grey Adv., New York, has budgeted a quarter of a million dollars toward a television schedule. The agency and firm have not yet decided what form the tv campaign will take but currently are viewing a number of plans. A decision is expected to be made within a fortnight. The company also may use a limited radio budget.

American Character Doll Co., which is an $8 million account, will spend $250,000 in participations on the *Pinky Lee Show* on NBC-TV, starting Sept. 1 and running through Christmas. M. A. Weiss is the account executive at Sterling Adv., New York, which handles American.

Effanbee, through Monroe Greenthal Co., is considering a radio and television campaign. Details probably will be released in several weeks.

Inez Holland House for its Meadows dolls has allocated about $25,000 for radio-tv. The dolls are replicas of Jane and Audrey Meadows. The firm hopes to get on the air this summer to run through Christmas. Publicity Assoc., New York, a public relations firm, is planning to buy the time.

CLYNE HEADS M-E PLANS REVIEW BD.

TERRENCE CLYNE, vice president, McCann-Erickson, New York, has been named chairman of the plans review board of the agency's New York office, Marion Harper Jr., president, announced last week. The board is composed of Mr. Harper; Emerson Foote, executive vice president, and Robert E. Healy, vice president and chairman of the operations committee. Mr. Clyne will continue as management service director in charge of a number of accounts, including Bulova Watch Co., Lehn & Fink Products Corp. and Dorothy Gray Ltd.

MR. CLYNE

CITRUS COMMISSION READIES CAMPAIGN

Firm, which spent $1.9 million in radio-tv during 1954-55 season, will allocate $3.5 million for overall consumer advertising in 1955-56.

THE Florida Citrus Commission, for its 1955-56 consumer advertising, expects to spend about the same amount of money—$3,500,000—as it has in its 1954-55 campaign. How the money will be allocated will be determined after the commission's advertising agency, J. Walter Thompson Co., brings in recommendations at the May meeting. The commission spent $1.9 million in radio-tv—heaviest budget in history—in its 1954-55 advertising campaign.

During the March meeting, the commission instructed the agency to work on a "tentative" $3,500,000 budget. Figures have to be tentative, and also flexible, because the revenue comes from a per-box tax on all oranges, grapefruit, tangerines and limes moving in commercial channels, which means that crop conditions, demand, etc., enter into the picture.

Early interest revolves around a commission-sponsored radio show and tv program which are up for renewal soon, if they are to be continued. The radio show is Mutual's five-times-weekly *Florida Calling*, featuring Tom Moore, and the tv program is ABC's Tuesday night *Twenty Questions*. These shows accounted for the major share of the commission's $1.9 million radio-tv budget.

JWT spokesmen told the Commission that *Twenty Questions* is going to lose its Tuesday night spot next season to an unannounced program, but four alternative times have been offered. The agency said no recommendations will be made regarding the panel show until a study has been made.

Some members were said to favor a larger share of the overall budget going into tv this season. A suggestion was made that the commission pool its orange and grapefruit funds for a joint tv show, but some members contended that fruits should be advertised separately. With considerable latitude, the radio show has promoted oranges and the tv show has promoted grapefruit. However, no attempt was made at the meeting to go into the merits of such a combination program.

Four National Sponsors Sign For ABC-TV's 'Mickey Mouse'

FOUR national advertisers have already signed for Walt Disney's new *Mickey Mouse Club*, scheduled to start Oct. 3 on ABC-TV as an hour-long Monday-Friday children's variety program [B•T, Feb. 28]. The announcement was made last week by Slocum Chapin, vice president in charge of ABC-TV network sales.

Sponsors and their agencies are General Mills Inc., through Knox Reeves Adv., Minneapolis; Campbell Soup Co., through Leo Burnett Co., Chicago; Bristol-Myers Co., through Doherty, Clifford, Steers & Shenfield, New York, and Armour & Co., through Henri, Hurst & McDonald, Chicago.

The new series is scheduled to be shown at 5 p.m. local time in all time zones coast-to-coast starting Oct. 3, Mr. Chapin said. He pointed out that the new program is completely separate from *Disneyland*, the Wednesday night Walt Disney series on ABC-TV. *Mickey Mouse Club*'s format will combine children's entertainment and information.

WKHM Gets the Lion's Share

The biggest department stores, super markets, car dealers, appliance dealers, oil companies, banks, dairies and beverage distributors in Jackson place 60% to 100%* of their radio advertising budgets with WKHM. And that's smart spending, too, because WKHM is FIRST in JACKSON for Power . . . for Ratings . . . for National Programs! Folks count on WKHM for the best Disc Jockeys . . . News every hour on the hour . . . and top Sports Events including the play by play of all Detroit Tiger Baseball Games night and day, at home and away.

You, too, can get more Jack out of Jackson if you put WKHM to work for you!

*Names and figures on request.

WKHM

Jackson, Michigan

FREDERICK A. KNORR, *President*
JOHN O. GILBERT, *Mg. Director*

SAVE 10%

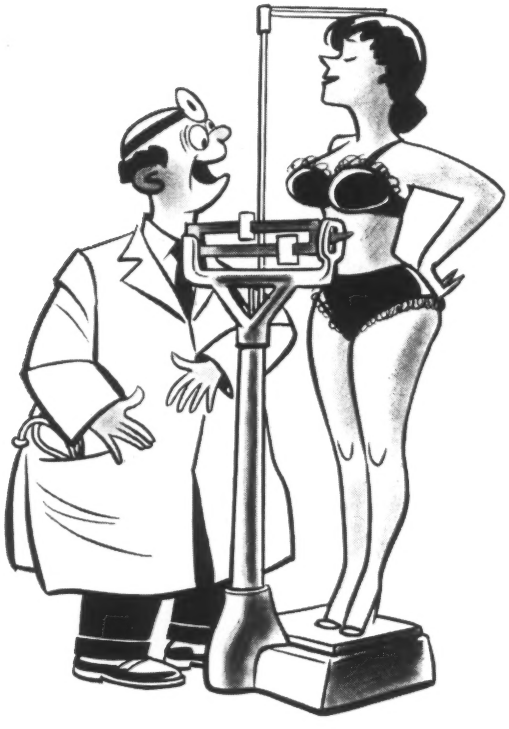
BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS AND SAVE 10% FROM RATE CARD

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

Represented by Headley-Reed

The Community Stations

KNORR Broadcasting CORP.



How BIG You've Grown!

You bet. Just six short years ago you couldn't have found a single television set in all of Northern California. Now, there are well over a million, with the number growing every day.

Put it another way—more than 75% of all homes in Northern California are now enjoying television entertainment. And you can reach them all with one medium if you place your sales message on TV.

Your first choice in Northern California is KRON-TV, which gives you the best and most complete coverage over the greatest area.

Ask Free & Peters about
double feature movies on the new
GOLDEN GATE PLAYHOUSE,
1:00 to 3:00 PM, Monday through Friday

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL **4**

No. 3 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented Nationally by Free & Peters, Inc.

BAPTISTS LAUNCH RADIO-TV CAMPAIGN

A RADIO-TV effort which will entail a "multi-million dollar" budget over a two-year period is to be launched by the Southern Baptist Convention, which claims 30,000 churches in the U. S. having a combined membership of nearly nine million. Included in the plans is the purchase of time on five NBC Radio affiliates, effective yesterday (Sun.).

Details were disclosed in New York Tuesday by Paul Stevens, head of the convention's Radio-Tv Commission [AT DEADLINE, March 14].

No actual budget tally has been made by the Southern Baptist planners, but early estimates placed the anticipated expenditure at a minimum of $3 million for 1955-56. Mr. Stevens spoke of "a multi-million dollar project utilizing mass communication systems to reach 65 million unchurched Americans."

Highlights of the plan as presented to newsmen by Mr. Stevens were:

• Construction of a $200,000 Radio-Television City in Fort Worth, Tex., possibly by the end of next summer. (With equipment included, unofficial estimate places the figure closer to $300,000.)

• Filming in color of 26 half-hour episodes of a series, *This Is The Answer*, for tv showing.

Family Films to Produce

• Films will be produced in Hollywood by Family Films, which also produces the tv film for the Lutheran Synod Church. Budgeting for this phase alone will be at the $600,000-$700,000 level by 1956, and about the same amount in 1957. The series should be placed on tv on a regular basis about mid-1957, Mr. Stevens said.

• Distribution of "pre-tested" scripts for live tv programs to the Southern Baptist churches in the U. S.

• Besides the "buy" on five NBC stations—WRCA New York, WMAQ Chicago, WTAM Cleveland, KLZ Denver and KNBC San Francisco—the convention will extend the half-hour *Baptist Hour* program into additional communities. The program already is heard on 400 radio stations in the U. S. and foreign areas.

The new plans of the Southern Baptist Convention place that group in actual tv production for the first time. Currently, the convention is spending about $500,000 yearly for its *Baptist Hour* and related broadcast work.

The Southern Baptists, Mr. Stevens said, had contacted evangelist Billy Graham to broadcast some programs for the convention but that plans were laid aside because of Mr. Graham's overseas trips.

Fun and entertainment in the broadcast media cannot be ruled out, he said. Churchmen, however, should (1) take full advantage of facilities available and (2) should be given full advantage of these facilities. It is not enough for church or lay groups to just "object" to what is on the air but in turn must provide something that is entertaining, interesting, effective and acceptable, he concluded.

HENRY R. FLYNN (l), who delivers the CBS Radio Spot Sales presentation "The Nation in a Nutshell," which introduces the new Sales Group Buying Plan, discusses the plan with (l to r) Wendell B. Campbell, CBS Radio vice president in charge of station administration; Stanley Pulver, Lever Bros. media manager for radio-tv, and Newell T. Schwin, manager of sales development for CBS Radio Spot Sales.

Tv Spot Activity Erupts in Chicago

FLURRY of spot tv activity was reported along Chicago advertising row last week.

Tv spot campaigns were reported underway for Swift & Co.'s ham and dairy products in certain selected markets through McCann-Erickson Inc.; for Campbell Soup Co. blended fruit juices in test areas through Needham Louis & Brorby; for Lady Esther Div. of Zonite Products Corp. through Dancer-Fitzgerald-Sample Inc.; for Helene Curtis, Suave egg shampoo through Gordon Best Co., and for Motorola through Leo Burnett Co. Swift also is slated to begin a pre-summer campaign for its ice cream.

In packages, Mars Inc. bought the *Buffalo Bill Jr.* film series in the Chicago area on WBKB (TV), one of some 100 markets it is placing the program, through Leo Burnett Co. for 13 weeks. Products are Milky Way, Snickers and other candy bars. New series of *Sports for the Family* programs has been purchased on WBKB by Beatrice Foods Co. through Foote, Cone & Belding, for 13 weeks. Emerson Drug has renewed the 10:30-11 p.m. segment on WNBQ (TV), effective April 2 for 13 weeks. Emerson will replace *Janet Dean, RN* with the Ziv package, *Science Fiction Theatre*. Agency is Lennen & Newell, New York.

Kling film productions reported a rash of filmed spots for 17 national and regional clients. The firm is handling footage for the Motorola, Swift, and Helene Curtis campaigns. Other spot clients include Frigidaire (Foote, Cone & Belding); Holsum bread (W. E. Long Co.); Standard Oil Co. of Indiana (D'Arcy Adv. Co.); Pure Oil (Leo Burnett); Dutch Cleanser (Weiss & Geller); Carling's Black Label beer (Lang, Fisher & Stashower); Kellogg Co. (Leo Burnett); Red Heart dog food (Campbell-Mithun Inc.), and U. S. Gypsum (Fulton, Morrissey Co.). Spots also are being produced for Alemite, Fox DeLuxe Foods, Oklahoma Gas, and American Family.

Atlas Film Corp., Oak Park, Ill., reported spot activity for Sunbeam Corp. (Perrin-Paus Co.) and Consolidated Cosmetics Inc.'s Lanolin Plus (Frank E. Duggan Agency).

Westinghouse Names M-E

WESTINGHOUSE ELECTRIC Corp. has consolidated all its consumer products advertising under one agency to bring about greater coordination in planning, Roger H. Bolin, general advertising manager, announced last week.

Effective July 15 all consumer products will be handled by McCann-Erickson, which has been sharing the account with Fuller & Smith & Ross.

CBS SPOT OFFERS NEW DISCOUNTS

A PLAN offering frequency discounts to radio spot advertisers—the discounts ranging from 15% to 26% depending on the number of stations used—was announced Friday by CBS Radio Spot Sales for the 14 CBS affiliated stations it represents.

Word of the new radio selling formula, labeled "Group Buying Plan," is in a new presentation, "The Nation in a Nutshell."

The plan already has been on an initial two-week "test tour" across the country. Wendell B. Campbell, CBS Radio vice president in charge of station administration, headed a four-man team which presented the plan before "blue chip advertisers," CBS Radio Spot Sales said, describing the reception as "extremely favorable."

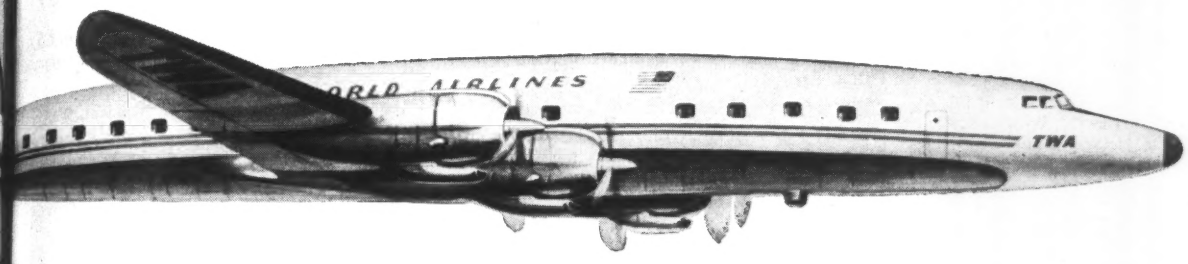
According to the spot sales division, the new plan is based on giving the advertiser "maximum flexibility." Under it, the advertiser can buy three to 14 stations with discounts varying according to the number of stations used.

A subscriber to the plan can advertise as many products as he chooses, it was explained, and he can purchase any number of weeks.

The discounts under the new plan are above any other earned discounts, it was emphasized. The group plan's discounts are 15% for three stations—three times the base evening quarter hour rate, 18% for six stations and on up to 26% for the full 14.

Among advertisers to whom the plan was presented during the "trial" run late in January were: Shell Oil Co., Lever Bros. and Block Drug Co., all New York; General Mills and Pillsbury Mills, both Minneapolis; Quaker Oats Co., Zenith Radio Corp., and International Cellucotton Corp. all Chicago; Joseph Schlitz Brewing Co., Milwaukee; S. C. Johnson & Sons, Racine, Wis.; Lewis Howe Co., Ralston-Purina Co. and Anheuser-Busch Inc., all St. Louis; Miles Labs, Elkhart, and Procter & Gamble and Jergens Co., both Cincinnati.

Accompanying Mr. Campbell were: Henry R. Flynn, general sales manager, Newell T. Schwin, manager of sales development, both CBS Radio Spot Sales, and Larry Haeg, WCCO Minneapolis general manager.



DISCOVER A NEW HIGH IN AIR TRAVEL...

TWA's great new SUPER-G CONSTELLATIONS

LARGEST, MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!

Created by Lockheed especially for TWA!

Powered by Curtiss-Wright's newest Turbo-compound engines!

Interior by Henry Dreyfuss, world-famous designer!

Step aboard and enjoy the most delightful *non-stop* service between major cities coast to coast. For TWA's great, new Super-G Constellation is a perfect combination of outstanding speed and supreme luxury – a combination never before dreamed possible aloft!

Every feature of this new giant of the skyways is a tribute to painstaking planning and engineering—such scientific advances as a nose equipped for radar to "see" weather a hundred miles ahead – such luxuries as the glare-free picture windows that give you a better view of the world below. You can sit back and relax in one of the four spacious cabins (yes, four!) . . . or sleep away the miles in your own full-length berth. Special soundproofing quiets the four mighty engines to a reassuring hum.

Scores of other features will delight you, too . . . the richly decorated lounge where you can enjoy pleasant conversation with fellow passengers, three beautifully appointed lavatories, adjustable reading lights, handy baggage racks, wood-paneled interiors, much more. And TWA's traditionally superb service matches the luxurious setting every moment you're aboard.

Plan to be one of the first to fly TWA's great, new, luxurious Super-G Constellations. For information and reservations, see your TWA travel agent or call your nearest Trans World Airlines ticket office.

Fly the finest... **FLY TWA**

TRANS WORLD AIRLINES

U.S.A. • EUROPE • AFRICA • ASIA

Finest food in flight! Enjoy superb full-course meals right at your seat. Order your favorite drink from TWA's full selection of beverages. Select a perfect snack from TWA's bountiful variety of canapés, rare cheeses and fresh fruits. All complimentary, naturally!

Sleep away the miles in a wide, full-length sleeper berth that is even roomier than rail berths! In the morning, awaken to a piping-hot breakfast served right in bed by your TWA hostess. It's the only air sleeper service between New York and California.

sponsor *When a Girl Marries*, Monday-Friday, 10:45-11 a.m. EST.

Effective April 4 Seeman will sponsor *When a Girl Marries*, Mondays, Wednesdays and Fridays, 10:45-11 a.m. Until then, the firm will continue to sponsor *Whispering Streets*, Tuesdays and Thursdays, 10:25-10:45 a.m.

Carnation agency is Erwin, Wasey & Co., Los Angeles. William H. Weintraub Co., New York, handles the Seeman account.

Reynolds Metals Credits Tv, Other Media for Firm Growth

TELEVISION and general advertising, along with certain products, have helped Reynolds Metals Co. create a "public acceptance and desire for aluminum products," the Chicago Sales Executives Club was told last Monday.

David P. Reynolds, vice president in charge of general sales for the company, outlined the growth of its business in the past 10 years. Recalling an "immediate desperate sales situation" after World War II, Mr. Reynolds explained:

"It was necessary to throw tradition, precedent and caution to the winds. We were the first in our industry to utilize national radio and television in selling. We picked programs with broad appeal like *Mr. Peepers* [NBC-TV] and *Fibber McGee & Molly* [NBC Radio]. And our *Mr. Peepers* is an example of the sales spirit that has been created in our organization. It isn't a program directed to a limited audience; it's the same kind of program other manufacturers use to sell soap or cereal."

Mr. Reynolds noted that Reynolds Wrap became "our champion" in a campaign to appeal to 155 million consumers. He described it as the "larget mass sampling campaign in metal's history." Reynolds introduced it market by market, he pointed out, using newspapers primarily at first, then rounding out its national sales picture with radio, tv and magazines.

SPOT NEW BUSINESS

Ralston Purina Co. (Ry-Krisp), St. Louis, has purchased national sales rights to KTLA (TV)'s *Bandstand Review* with plans to distribute half-hour kinescope version in Portland, Seattle, Providence, Cincinnati and St. Louis and on KPIX (TV) San Francisco. Ralston is co-sponsor of program on KTLA with Regal Amber Brewing Co., S. F. Ralston agency: Guild, Bascom & Bonfigli Inc., S. F.

General Tire & Rubber Co. (Akron, Ohio) U. S. dealers to sponsor new series, *General Sports Time With Harry Wismer*, on MBS (Mon.-Fri., 5:50-5:55 p.m. local time) effective March 28. Agency: D'Arcy Adv., N. Y.

Quaker Oats Co., Chicago, will sponsor *Sergeant Preston of the Yukon* probably on ABC-TV starting about Oct. 1. Series being filmed in color by Charles E. Skinner Productions, N. Y., and produced by Trendle-Campbell-Meuer Inc., Detroit, for monochrome use. George W. Trendle supervising production. Agency: Wherry, Baker & Tilden.

Lyon Van & Storage Co., L. A., through Smalley, Levitt & Smith Inc., same city, and **W. A. Sheaffer Pen Co.** (Sheaffer Clicker pens), Fort Madison, Iowa, through Russel M. Seeds Co., Chicago, start three weekly participations on *Panorama Pacific* (Mon.-Fri., 7-9 a.m. PST) on Columbia Television Pacific Network starting April 4, Lyon for 52 weeks, Sheaffer for 11. **42 Products Inc.** (hair oil), L. A., through Adcoa Co., same city, starts six-minute Thursday segment on *Amos 'n' Andy Music Hall* (Mon.-Fri., 6:30-6:55 p.m. PST) on 23 Columbia Pacific Radio Network stations for 13 weeks effective March 24. **Bu-Tay Products** (Rain Drops water softener), L. A., through Dan B. Miner Co., same city, starts five-minute Wednesday and Friday segments of *Aunt Mary* (Mon.-Fri., 2:45-3 p.m. PST) on 23 CPRN stations for 52 weeks from April 1.

Weather-Proof Co. (combination aluminum window-doors), Cleveland, starts participations on NBC-TV's *Tonight* effective April 8. Agency Marcus Adv. Agency, Cleveland.

AGENCY APPOINTMENTS

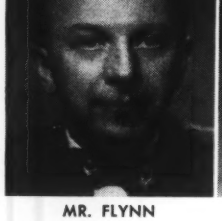
Miami High Life, distributor of Miller High Life Beer (Miller Brewing Co., Milwaukee), has named Charles Anthony Gross Adv. Agency, Miami, with C. A. Gross as account executive. Radio-tv will be used with extensive consumer campaign expected to start early April.

Ideal Toy Corp. (plastic toys, dolls), N. Y., has appointed Grey Adv., N. Y. Tv will be used.

Adam Hat Stores, N. Y., and **Shirtcraft Co.,** same city, appoint Friend-Reiss Adv., N. Y. Adam will use radio-tv and Shirtcraft, tv.

A&A PEOPLE

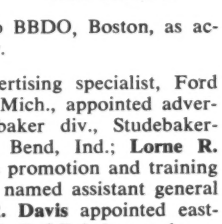
Larry Pendleton, Jordan Co., L. A., appointed vice president; **Jack Courtney,** formerly with Hal Stebbins Inc., L. A., to Jordan as vice president and account executive.



MR. FLYNN

MR. HAUSMAN

Ruth J. Cerrone, Edward F. Flynn and **James Hausman,** copy group heads, Lennen & Newell, N. Y., named vice presidents.



MISS CERRONE

Frank P. Noto, account executive, Associated Advertisers Inc., Harrisburg, Pa., appointed radio-tv director.

Frederick C. Stakel, advertising manager, Aluminum Co. of America, Pittsburgh, to BBDO, Boston, as account group supervisor.

Frank W. Noble, advertising specialist, Ford Motor Co., Dearborn, Mich., appointed advertising manager, Studebaker div., Studebaker-Packard Corp., South Bend, Ind.; **Lorne R. Moodie** appointed sales promotion and training director; **M. E. Farrell** named assistant general sales manager; **Paul R. Davis** appointed eastern sales manager; **Louis E. Minkel** named central sales manager; **Carl K. Revelle** named western sales manager.

Elliott Reed, former film division manager and account executive, Free & Peters (representatives), N. Y., to Needham, Louis & Brorby, N. Y., as account executive; **Jon Fernandez,** formerly with Cecil & Presbrey (now defunct), N. Y., to radio-tv production staff.

Paul B. Morgan, formerly with Buchen Co., Chicago, to Armstrong Adv. Agency, same city, as account executive.

V. I. Maitland, executive vice president, Walker & Downing Adv., Pittsburgh, and advertising manager, client Duquesne Brewing Co., same city, appointed Duquesne executive director for advertising and public relations, effective April 1.

MR. MAITLAND

R. F. Pierce, Lennen & Newell, N. Y., to Kenyon & Eckhardt, same city, as account executive; **R. D. Hawkins,** Henri, Hurst & McDonald, Chicago, to K&E, same city, as account executive; **Sheldon Moyer,** D. P. Brother & Co., Detroit, to Detroit office as account executive; **Gwen Cheney French,** Benton & Bowles, N. Y., to copy dept., N. Y. office.

William J. Rega appointed copy director, radio-tv dept., Campbell-Mithun, Minneapolis.

Ted Pittenger, formerly with Young & Rubicam, N. Y., to Calkins & Holden, L. A., as copy chief.

Lawrence J. Jaffe, account research manager, McCann-Erickson, N. Y., to Erwin, Wasey & Co., same city, as research director.

Frederick J. Edwards, assistant advertising manager, United Chromium Inc., N. Y., to American Assn. of Adv. Agencies, same city, as staff executive.

Everett Gerry, former chief, International News Service bureau, Harrisburg, Pa., to publicity and public relations dept., Al Paul Lefton Co., Phila., as executive assistant.

Paul Seckel appointed tv art director, Grey Adv., N. Y.; **Phil Branch** named radio-tv time-buyer; **Rogers Bracket** named tv-radio producer.

John Parkinson, advertising dept., Telecomputing Corp., L. A., to Stromberger, LaVene, McKenzie, same city, as southern California public relations representative.

Araby Gilmore, senior presentation writer, Radio Adv. Bureau, N. Y., to *Look* magazine, same city, as assistant to sales development manager.

Edward J. Maroney, formerly with Schwimmer & Scott, Chicago, to McCann-Erickson, same city, as radio-tv writer.

Stan Rhodes, Benton & Bowles, N. Y., to production staff, radio-tv dept., N. W. Ayer & Son, same city.

Frank R. Lowe, Benton & Bowles, N. Y., to radio-tv dept., Anderson & Cairns, same city, as production assistant.

Joseph R. Cox, DuMont Television Network, to radio-tv dept., Albert Frank-Guenther Law Inc., N. Y.

W. R. Campbell Jr., J. Walter Thompson Co., N. Y., and **Arthur H. Warnke,** Kenyon & Eckhardt, same city, to copy staff, St. Georges & Keyes Inc., N. Y.

NETWORKS, PRODUCERS EYE HI-FI FILM

American firm with rights to British high-definition system of electronic recording of film is in negotiations for use of process here.

NEGOTIATIONS are already in progress with at least two major tv networks and four major tv film producing companies for use of BBC's high-definition system of electronic recording on film, B•T was told last week in Hollywood by Gordon Levoy and Allan Buckhantz, holders of the American rights to the process.

Mr. Levoy, an attorney and one of Hollywood's first tv film producers, and Mr. Buckhantz, former CBS-TV producer, have formed High Definition Electronic Picture Recording System Inc., Hollywood, which, under the American trade name of Electronoscope, will have exclusive rights to the system developed by High-Definition Films Ltd., London.

Mr. Levoy, as president of the American firm, announced plans both to build studios for production by his firm and to undertake physical "below line" production for other tv film firms. With delivery of English equipment expected by Oct. 1, Electronoscope, which will not be leased out, will start production activity shortly thereafter, he said.

High Definition Electronics, Hollywood, has already entered into agreements with all basic enabling unions in both film and electronics fields, Mr. Levoy disclosed.

Among advantages Electronoscope can offer the tv film producer is a reduction by 50% of his "below line" (actual physical production) costs, Mr. Levoy contended, with promised film quality as high as that of orthodox filming. In fact, he stated, the system is already in use by the British theatrical motion picture industry and American producers have displayed a keen interest.

"Electronoscope is not a modification of the 'kinescope' process as we know it," stated Mr. Buckhantz, executive vice president of the American firm, "but an entirely new concept, with completely different standards, based on a radically different tv system."

The closed circuit electronic-filming process employs five cameras, he explained, whose pictures are transmitted to a video control room. In this room, as in live tv, the director can choose the picture to be recorded and accomplish various process and "trick" shots without additional dubbing. At the same time the producer is able to watch on the monitor the actual scene being recorded and avoid expensive waits for "rushes."

One of Five Pictures Picked

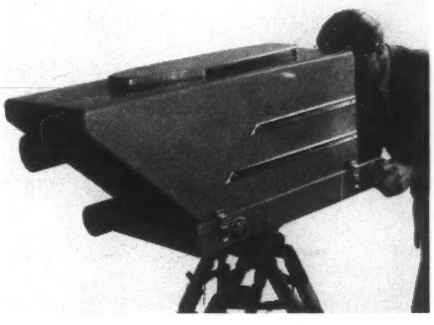
The selected picture from one of the five cameras is then transmitted to a video recording room where it is electronically printed on 16mm or 35mm film, or video tape when that becomes available. Film copies can be made available for showing within hours.

Additionally, Mr. Buckhantz stated, Electronoscope will be able to simultaneously telecast a program on prescribed FCC standards of 525 lines—60 F.S., yet record at 700 lines and up, with 48 F.S., thus offering a superior recording for later re-broadcast.

Technical information from High Definition Electronics, discloses that the recording camera is a special "pull down" type developed by English inventor Ernest F. Moy, with the recording tube also specially designed by Cinema-Television, London. The tube has an overall scanning capacity of approximately 3,000 lines, compared to the 525 required by FCC standards.

Addition of a standards converter unit makes the entire system adaptable for live broadcast on normal broadcasting standards of definition. In this way, any studio solely equipped with an HDF apparatus can be used either for film recording or for live broadcasting, or for both simultaneously.

High Definition Electronic filming is the brainchild of British scientist Norman Collins, who has been working on the project since 1950. Associated with him are Mr. Moy, Dr. W. M. Spooner, T. C. Macnamara, W. D. Kemp, B. R. Greenhead, H. W. Baker and T. Worswick, all English scientists and technicians. Besides Ernest F. Moy Ltd. and Cinema-Television, other firms involved in creating and developing the system were Pye of London and Taylor, Taylor & Hobson, Leicester.



BRITISH-BUILT camera used in live and film High-Definition production and recording, presently utilized by BBC.

PILLSBURY BUYS FILMED 'OPRY'

Milling company will sponsor Flamingo Films series in 40 midwestern, southern markets.

PILLSBURY MILLS Inc., Minneapolis, last week completed negotiations with Flamingo Films, New York, to sponsor the half-hour *Stars of the Grand Ole Opry* in about 40 midwestern and southern key markets, starting in the fall. The agency is Campbell-Mithun Inc.

It was understood that the contract is on a firm 52-week basis, calling for 39 originals and 13 repeats. Pillsbury is reported to have purchased the filmed series on a regional basis to stimulate sales in those areas.

Although Pillsbury's sponsorship will not begin until the fall, *Opry* is scheduled to make its tv debut on several independent tv stations in about two weeks. Sy Weintraub, Flamingo executive vice president, told B•T the show has been sold in 18 markets on a syndicated basis and negotiations currently are being conducted for regional sponsorship in 15 markets and for single sponsorship in other cities. Mr. Weintraub estimated that *Opry* will be carried in 125-150 cities by the end of the year.

The *Opry* show, filmed in color with a cast of 125, will be presented in color on several stations before the end of the year, according to Mr. Weintraub, although he said that Pillsbury's pact is for black-and-white only. He said the merchandising and promotional facets of *Opry* have attracted many sponsors and many have requested personal appearances by the program's personalities.

'The Marriage' Slated For NBC-TV Next Fall

PLANS to telecast *The Marriage*, television drama series starring Hume Cronyn and Jessica Tandy, on NBC-TV next fall were announced last week by Ted Ashley, president of Ashley-Steiner, New York, the agency which packages the program. Mr. Ashley said that although no commitments have been made, the network has advanced "a considerable sum of money" to the agency to be spent in acquiring scripts for the series.

Mr. Ashley also announced the appointment of Alden Schwimmer as head of the agency's writing, production and direction staffs. Mr. Schwimmer formerly was with William Morris Agency, New York. At the same time Mr. Ashley announced that Walter Slezak, star of *Fanny*, current Broadway musical, will be represented in the television field by Ashley-Steiner. He said Mr. Slezak will star in a new tv series that will be packaged by the agency.

Screen Gems Adds Colman, Adler; Brahm Promoted

ADDITION of Ben Colman and S. L. Adler to the staff of Screen Gems Inc., New York, tv subsidiary of Columbia Pictures Corp., was announced last week by John H. Mitchell, vice president in charge of sales. Mr. Colman has been appointed eastern sales manager, and Mr. Adler, a senior account executive. Mr. Mitchell also announced that Robert Brahm, Screen Gems eastern sales manager, has been promoted to senior account executive.

Messrs. Adler and Brahm have been assigned to concentrate on new business from national advertisers. Mr. Colman will handle syndicated sales in the eastern area, Mr. Mitchell said.

Until he joined Screen Gems, Mr. Colman was an account executive with Ziv Television Programs Inc. Mr. Adler moves to Screen Gems from the radio-tv department of the William Morris Agency where he headed the Chicago office.

Cambridge Productions Buys Pentagon Films

PURCHASE of Pentagon Films Inc. by Cambridge Productions, Miami, Fla., was announced last week by James L. Nisbett, Cambridge executive producer. Mr. Nisbett said that Cambridge plans to finance independent tv and motion picture production and produce a number of television properties for syndication.

Television properties which Cambridge has scheduled are *Mr. E, The Keepers, To the Stars* and *Help Wanted*. Under consideration are *Hotel Internationale* and *Pat Andre, Private Investigator*.

Feature length films which will be produced are *Deep Six, Pan American Highway* and *Two to Win*, with *Rusty Guns* and *Project 100* being considered.

'SFT' Has $1.5 Million Budget

ZIV Television Programs Inc. announced last week that $1.5 million of a $9 million budget for 1955 has been earmarked for *The Science Fiction Theatre*, making it "one of the highest budgeted shows in the entire Ziv catalog." A company official said the high budget is accounted for partially by the fact that Ziv currently is studying research being conducted by universities, private industries, electronic laboratories and nonrestricted foundations for series story lines.

David Stone Martin

THE WHISTLER hits the right note every time!

Overnight, the eerie note of The Whistler's signal has struck a responsive chord with viewers and sponsors alike.

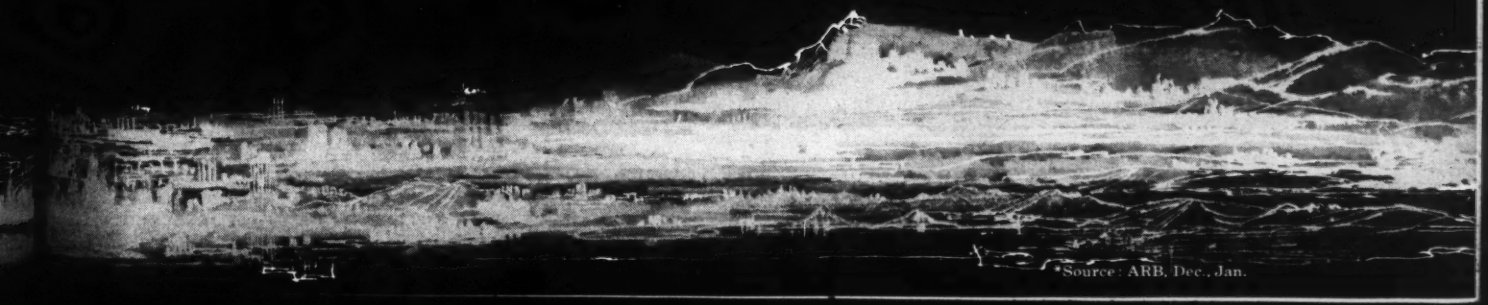
WITH VIEWERS: In Spokane, The Whistler hit a 30.5 rating the first month... 27.8 in Salt Lake City. In Cincinnati it soared to 30.4 (up 39%) in two months. Audiences are big everywhere, and 4 out of 5 viewers are adults.* So the show's a natural...

WITH SPONSORS: Signal Oil and Thomas J. Lipton, Inc. picked it up right from the start, regionally. Among others: Block Drug, Hamm's Beer, Household Finance, Necchi Sewing Machines, Safeway Stores.

Call us today for a private screening and details on this 39-week series: its big-name stars, and its heads-up merchandising and promotion which translates audiences into customers. Contact...

CBS TELEVISION FILM SALES

New York, Chicago, Los Angeles, Boston, San Francisco, Dallas, Atlanta, Detroit and St. Louis; in Canada: S. W. Caldwell Ltd.



*Source: ARB, Dec., Jan.

portrait of a market...

. . . FIVE O'CLOCK RUSH

. . . thousands of workers going home from jobs in Albany, Troy, Schenectady and 23 other cities of more than 10,000 population throughout 30 counties of Eastern New York and Western New England.

More than 419,000 families in this area turn to WRGB in Schenectady, N. Y. for their television viewing.

Represented Nationally by NBC Spot Sales

WRGB

A General Electric Television Station

TV GROWTH IS BURDEN FOR MOVIES, S&P FINDS

The industry survey also says producers do not look favorably on subscription tv.

THE BASIC position of the motion picture industry is "still uncertain, with television preventing any large scale recovery in movie attendance and the approaching advent of color tv suggesting an added burden," according to Standard & Poor's basic analysis of the motion picture industry, comprising the March 3 issue of the firm's industry surveys.

From the great increase in movie-going that followed the introduction of sound in 1928—"average weekly attendance jumped from 40 million in 1922 to a peak of 110 million in 1930"—Standard & Poor's review of movie theatre history continues through the drop-off in business during the depression years and the wartime boom to an all-time high in 1946.

"The fact that movie attendance, receipts and taxable earnings are still well below the 1946 peaks, despite the intervening increase in population and a gain of over 50% in disposable personal income, is attributable in large measure to the rapid growth of television," the report states. "By the start of 1955, approximately 32 million sets were in operation, serving over two-thirds of the nation's families. As of Dec. 31, 1954, there were 422 tv stations on the air, a year-to-year gain of over 75 and some 300 above the figure two years before. . . . An additional 140 stations were authorized . . . and some 200 applications for new stations were pending."

With compatible color authorized, "production of color receivers has begun on a limited scale and technological improvements suggest that sets retailing at less than $500 will become available in increasing quantities in 1956. Such a development would obviously increase the competition which the motion picture industry now faces," the report comments.

"The sizable initial cost of tv sets tends to keep families away from movies following installation of a set. As programs improve and new transmitters are added, a larger proportion of the population is attracted to this form of entertainment."

Theatres have not gone in for large-screen tv to any great extent, the survey found, "since its usefulness appears to be limited to events of national interest. However, this form of closed-circuit television has found wide use among industrial and commercial concerns," the report notes.

Although pay-as-you-see television, with set-owners paying to watch first-run movies at home, has been tested and offers "a possible solution" to exhibitors' problems, "most producers do not look favorably on so-called 'subscription television'," the report states.

Contrariwise, many companies are now making films for tv use and the "potential in this field appears quite large," S&P reports, with tv station operation also providing "much needed diversification for many exhibitors."

NUMBER OF THEATRES AND TELEVISION BROADCAST AUTHORIZATIONS

	*Theatres 4-Wall	*Theatres Drive-Ins	**Tv Station Auth.
Alabama	221	99	12
Arizona	68	31	7
Arkansas	240	67	8
California	834	169	39
Colorado	170	46	9
Connecticut	158	27	11
Delaware	34	8	2
Florida	281	164	22
Georgia	247	129	14
Idaho	137	34	5
Illinois	567	120	24
Indiana	302	116	14
Iowa	358	60	12
Kansas	274	98	7
Kentucky	191	78	9
Louisiana	253	79	14
Maine	141	27	7
Maryland	172	23	7
Massachusetts	286	59	11
Michigan	476	99	23
Minnesota	389	41	10
Mississippi	212	59	7
Missouri	388	113	19
Montana	124	35	5
Nebraska	273	36	6
Nevada	37	5	3
New Hampshire	63	19	2
New Jersey	216	26	6
New Mexico	89	45	4
New York	917	121	37
North Carolina	376	244	16
North Dakota	166	14	5
Ohio	507	176	30
Oklahoma	346	114	16
Oregon	208	62	7
Pennsylvania	838	184	38
Rhode Island	37	6	3
South Carolina	183	130	11
South Dakota	165	24	2
Tennessee	265	114	10
Texas	929	417	48
Utah	123	28	4
Vermont	57	21	1
Virginia	313	132	11
Washington	245	57	12
West Virginia	214	84	11
Wisconsin	353	55	16
Wyoming	48	23	1
Dist. of Columbia	55	0	6
Totals	13,546	3,918	604

*As of February 2, 1954. **As of December 15, 1954.

Sources: Council of Motion Picture Organizations, Inc. and Federal Communications Commission.

Number of Theatres and Television Stations

	Theatres Drive-Ins	Theatres 4-Wall	Television Stations
*1954	4,050	14,301	398
1953	3,791	14,174	356
1952	3,276	15,347	129
1951	2,830	16,150	108
1950	2,202	16,904	107
1949	1,203	17,367	98
1948	820	17,575	50
1947	548	18,059	19
1946	300	18,719	7

*As of August 1.

Sources: Council of Motion Picture Organizations, Inc., and Federal Communications Commission.

MOVIE PREVIEW SERIES SOLD IN 16 TV MARKETS

Flamingo Films' 'Hollywood Preview' will feature clips from major releases, plus interviews with stars.

INDICATIONS that the gap is closing between motion pictures and television are contained in an announcement last week from Flamingo Films, New York, that *Hollywood Preview* had been sold in 16 markets a few days after its release. On-the-air date for program is set for April.

It is hailed as the first regular tv filmed show to feature dramatic episodes from the 1955-1956 major Hollywood productions before their theatrical release. The half-hour show, produced by Balsan Productions, New York, and distributed by Flamingo, contains three to four sequences from the unreleased productions, plus "in person" interviews with the stars. The tv film will be shown about three weeks before theatre presentation. Balsan made necessary arrangements with M-G-M, 20th Century-Fox, Paramount and other major studios. *Hollywood Preview* will present such personalities as John Wayne, Lana Turner, Clark Gable, Humphrey Bogart, Van Johnson, Jose Ferrer and Marilyn Monroe, among others.

Tie-ups are being arranged with thousands of theatres throughout the country, according to Sy Weintraub, executive vice president of Flamingo, with theatres displaying billboards giving the time and station on which *Hollywood Preview* will appear. In Detroit, Mr. Weintraub said, WXYZ-TV last week effected a tie-up with 128 theatres.

The success of using film clips from new productions on CBS-TV's *Toast of the Town* has led Mr. Weintraub and Bruce Balaban, president of Balsan, to predict that the *Hollywood Preview* will be sold in at least 80 markets by the end of the year. Mr. Weintraub noted that *Toast* scored some of its highest ratings on the evening of a "preview." He believes that a tv sponsor will benefit from promotion and publicity given the film by the motion picture company and from the "prestige-star" value of the film personality.

Minot Tv Names Donegan As Sales Vice President

APPOINTMENT of Earl (Cy) Donegan Jr. as vice president in charge of sales of Minot Tv Inc., New York, was announced last week by Charles M. Amory, president. Minot Tv, United Film Service and Motion Picture Advertising Service Co. form U. M. & M. Inc., which has 185 salesmen serving television markets in all 48 states.

MR. DONEGAN

Mr. Donegan was with Motion Pictures for Television Inc. before joining Minot Tv. In his new post, he will supervise sales of such programs as *Paris Precinct, Drew Pearson—Washington Merry-Go-Round, Sherlock Holmes, Junior Science, Janet Dean, Hank McCune, Flash Gordon* and others.

FILM SALES

Telemat, Beverly Hills, Calif., has sold sixteen 10-second, open-end cartoon spots to WRCA-TV New York for use in station programming promotion.

Associated Artists Productions, N. Y., has sold *Million Dollar Movies* to WCPO-TV Cincinnati.

Sterling Television Co., N. Y., has sold *Little Theatre* for showing on WMFD-TV Wilmington, N. C., WNAO-TV Raleigh, N. C., WNCT (TV) Greenville, N. C., and WTVR (TV) Richmond, Va.

NBC Film Div., N. Y., has sold *Steve Donovan, Western Marshal* to Langendorf United Bakeries, S. F., for showing in 13 western markets starting April 14. Program being filmed by Vi-Bar Productions, Hollywood. Agency: Biow-Beirn-Toigo, S. F.

United-Producers Distributors, Hollywood, has sold western film package to WKBT (TV) La Crosse, Wis., *Reel Adventure* package to WXIX (TV) Milwaukee, *Mickey McGuire* series to KNXT (TV) Los Angeles, *Strange Adventure* series (formerly *Fireside Theatre*) to KPIX (TV) San Francisco and 13-western feature film package to WEAU-TV Eau Claire, Wis., and KGTV (TV) Des Moines, Iowa.

FILM DISTRIBUTION

Times Television Corp., N. Y., has available 13 half-hour shows of *Window on Canada*, with 39 to follow. Firm will have 26 15-minute and 26 half-hour shows of *On the Spot* available.

Alexander Film Co., Colorado Springs, Colo., has available tv commercial packages in 16mm color film on banking, bread (2), building materials and savings and loan for unlimited usage

to first purchaser in any tv market. Firm also has available cartoon package.

United Producers-Distributors, Hollywood, has signed contract with Hollywood Film Enterprises, same city, to distribute new educational film package of cities in Latin America.

FILM PRODUCTION

Venture Productions, N. Y., is producing, with original music and lyrics, color animated cartoon series, *Dickie and San Francisco,* relating adventures of boy and pet cat, to be ready for tv syndication in near future.

Guild Films Co., N. Y., was scheduled to start production of new 26-episode film serial, *The Goldbergs,* featuring Gertrude Berg. Scenes in series shift from Bronx to "Grassroots," U.S.A., type of setting. Included in the cast are Robert Harris, Arlene McQuade, Tom Taylor and Eli Mintz. William Berke is producer, Mark Daniels, director, and Cherney Berg, assistant director. Film slated for spring distribution.

Parsonnet & Wheeler (motion picture and tv film production), N. Y., has completed arrangements with Mia Slavenska, Metropolitan Opera ballerina, to produce 13 quarter-hour tv film series starring Miss Slavenska. Series to be shot so sponsors may use two 15-minute films as half-hour show. Production expected to start in April with prints ready for distribution in fall.

Vogue Wright Studios, Chicago, will produce as proposed 13-film series promoting home construction for Small Home Guide Inc. (*Small Homes Guide, Home Modernizing*), same city.

Plastone Co. (Turtlewax polish), Chicago, names Tv Spots, Hollywood, to create six animated one-minute spot announcements. Agency: W. B. Doner Co., Chicago.

Sarra Inc., Chicago, has produced 20- and 60-second tv film spot announcements for Pond's Extract Co. (Pond's Angel Skin hand cream), N. Y., through J. Walter Thompson Co., same city; C. H. Musselman Co. (Pennsylvania Dutch Apple Sauce, Fruit Pie Fillings), Biglerville, Pa., through Clements Co., Phila.; Adolph Coors Co. (Coors beer), Golden, Colo., through Rippey, Henderson, Kostka & Co., Denver; Wilson & Co. (Jane Wilson Pan-Pac meat pie), Chicago, through Needham, Louis & Brorby, same city; Evinrude Motors (outboard motors), Milwaukee, through Cramer-Krasselt Co., same city.

Varin Inc., N. Y., has engaged Lois Jacoby, tv and screen writer, to prepare *Mysteries of Paris* film series, adapted from French novel by Eugene Sue. Norman Lloyd will direct. Film will be shot in Paris and other French locales with English-speaking cast.

FILM PEOPLE

Balyes Marcin appointed secretary-treasurer and board member, Parsonnet & Wheeler Inc. (tv and motion film producers), N. Y.

Ed Lindner, formerly producer-director, Ram Productions, N. Y., to Industrial & Medical Film Guild Ltd., same city, as writer-director.

Bob Weisberg, in charge of southwest sales, Sterling Television Co., N. Y., appointed film-buyer, Station Films Inc., N. Y. (filmbuyers for 21 stations associated with Katz Agency, N. Y., representatives).

Dr. Louis N. Ridenour, vice president in charge of engineering and research, International Telemeter Corp., L. A., presented fellowship award by L. A. section, Institute of Radio Engineers.

NARTB CONDENSES FALL DISTRICT SLATE

Dates for eight combined fall regional conferences announced as aftermath of move to cut time and money loss caused by over-abundance of industry meetings.

IN A MOVE to implement the industry's long-felt need for fewer NARTB and other meetings (precipitated largely by a B•T story of Dec. 13, 1954), NARTB last week issued a schedule of eight combined fall regional conferences, replacing individual sessions for each of its 17 districts as in the past.

The NARTB Regional Conference Committee, which met Tuesday in Washington, adopted a series of eight three-day meetings beginning Sept. 20 and to be held each successive week, with one exception, through Nov. 17. Co-chairmen at the Tuesday meeting were Henry Clay, KWKH Shreveport, La., and Campbell Arnoux, WTAR-TV Norfolk, Va.

Each three-day meeting will run as follows: Tuesday — Radio Day, Wednesday — General Day, and Thursday—Television Day, with a banquet Wednesday night. Broadcasters may attend their own or other regional meetings.

In the next ten days NARTB President Harold E. Fellows will consult with district directors to obtain final agreement. Arrangements for each meeting will be made by a committee formed by chairmen of the districts combining for each meeting, with the chairman of this group to be the director in whose district the session takes place.

No meeting will be held the week of Oct. 3.

The timetable, as agreed upon last week:

Sept. 20-22, Region 1 (Districts 1 and 2) involving the New England States, N. Y. and N. J.

Sept. 27-29, Region 2 (Districts 3 and 4) involving Pa., Del., Md., W. Va., D. C., Va., N. C. and S. C.

Oct. 11-13, Region 4 (Districts 7, 8 and 9) involving Ky., Ohio, Ind., Mich., Ill. and Wis.

Oct. 18-20, Region 5 (Districts 10 and 11) involving Minn., N. D., eastern S. D., Iowa, Neb. and Mo.

Oct. 25-27, Region 7 (District 14) involving N. M., Colo., Utah, Wyo, Idaho, Mont. and western S. D.

Nov. 1-3, Region 8 (Districts 15, 16 and 17) involving Wash., Ore., Calif., Nev., Ariz., Territory of Hawaii and Alaska.

Nov. 8-10, Region 6 (Districts 12 and 13) involving Kan., Okla. and Tex.

Nov. 15-17, Region 3 (Districts 5 and 6) involving Fla., Ga., Ala., Miss., La., Ark., Tenn. and P. R.

NEW OFFICERS of the West Virginia Broadcasters Assn. are President Paul J. Miller (c), general manager, WWVA Wheeling; Vice President A. G. Ferrise (r), general manager, WMMN Fairmont. Lawrence H. (Bud) Rogers (l), vice president-general manager, WSAZ-TV Huntington, is retiring president. Mrs. Virginia Cooper, general manager of WJLS Beckley, becomes secretary-treasurer.

$12 Million IRE Meet Opens Today in Bronx

ANNUAL CONVENTION of the Institute of Radio Engineers will open today (Monday) in New York, with an estimated $12 million worth of radio, television and electronic equipment on exhibition. The four-day meeting will end Thursday.

The exhibits will be in two locations, at the Kingsbridge Armory and the Kingsbridge Palace in the Bronx. The two sites will be linked by two television circuits, one serving as an electronic paging system, displaying the names of persons on a number of tv screens scattered about the exhibit halls, and the other providing a color tv signal for exhibitors who wish to show either black-and-white or color tv sets in operation.

In addition to the exhibits, some 55 technical sessions covering the latest advances in 23 fields of electronics will be presented by researchers and engineers. Daily sessions will be held at the Hotel Waldorf-Astoria, the Hotel Belmont-Plaza and the Armory, beginning today. About 40,000 electronic specialists are expected to attend.

Gen. Matthew B. Ridgway, army chief of staff, will be the principal speaker at the Institute's annual banquet Wednesday evening at the Waldorf-Astoria. The institute's highest annual award, its medal of honor, will be presented to Dr. Harald T. Friis, director of research in high frequency and electronics, Bell Labs.

NARTB Convention To Feature FCC Panel

GOVERNMENT DAY at NARTB's annual convention May 22-26 in Washington will feature a 90-minute panel discussion with the seven FCC members, a talk by Chairman J. Percy Priest (D-Tenn.) of the House Commerce Committee and a luncheon talk by FCC Chairman George C. McConnaughey.

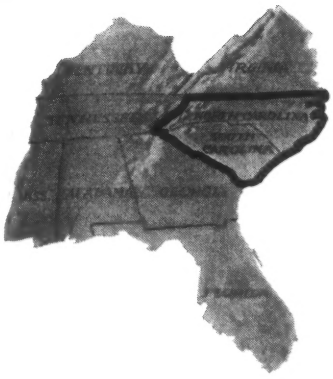
Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee has been asked to address NARTB members on Government Day (Tuesday, May 24), according to a progress report received by the NARTB Convention Committee, which met in Washington last week.

Also a feature of the Tuesday luncheon will be one of the winners of this year's Voice of Democracy contest.

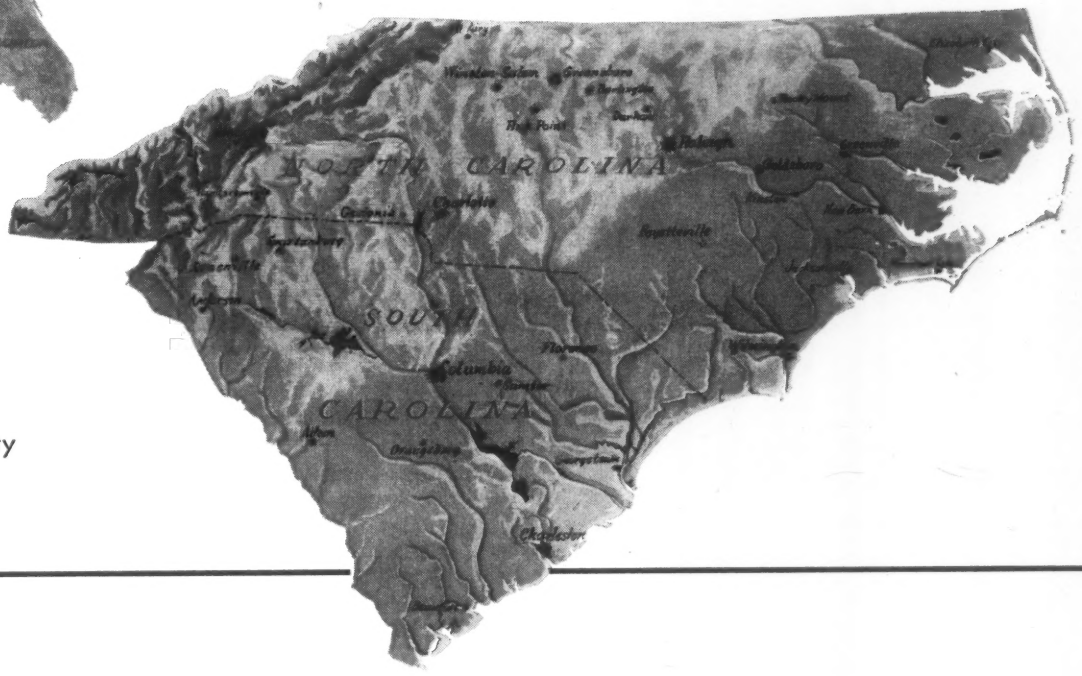
The Government Day sessions, the Convention Committee said, will give broadcasters an opportunity to discuss government-industry questions first-hand with officials who have primary jurisdiction in radio and tv licensing.

The morning session Tuesday will honor broadcaster-publisher Mark Ethridge, who will be presented with the annual Keynote Award,

(Trade Assns. continue on page 75)



THE CAROLINAS



By J. Frank Beatty

BEFORE another 24 hours pass, the majority of Americans will:

• Sleep between Carolina-made sheets on Carolina beds while wearing Carolina pajamas or gowns.

• Sit on Carolina chairs and eat off Carolina tables.

• Smoke Carolina cigarettes made from Carolina tobacco and sold in Carolina packages shipped in Carolina cartons and containers.

• Dry themselves with Carolina towels after washing with Carolina washcloths.

• Wear Carolina garments—from neck to toe and from the skin out.

These same Americans were patted gently with Carolina textiles after uttering their first earthly squawk. They wore Carolina denims, cottons and synthetics as kids and faced the altar in Carolina wedding clothes. They will approach eternity in the soft hush of Carolina fabrics, and many of their bereaved will share the comfort of Carolina insurance benefits.

Contrary to Rand-McNally's schoolroom maps, there really are three Carolinas—Coastal, Piedmont and Mountain. Long ago the Carolinas moved into leadership in the textile and tobacco fields as their combined natural and human resources supplied the energy and skill needed to turn out these basic commodities. In supplying them the Carolinas have prospered far beyond the fondest pre-World War II predictions. Today they reap a full share of the fruits of commerce and industry. They enjoy over a 500-mile east-west and 400-mile north-south span more than their share of towering mountains, factory-nourishing rivers, deep bays and sandy shores.

The only way to find out what's happening to the Carolinas, and to the people who live there, is to beat the trails—from the Great Smokies eastward to Kitty Hawk on the Atlantic, and from Virginia to Georgia. A picture of the mapped Carolinas—North and South, 1955 models—can be gleaned only by exploring the nooks and the open places; talking to financiers and workers, to broadcasters and manufacturers, to state government officials and grease monkeys.

This spot-checking technique permits enough contacts to give an idea of the role the Carolinas are taking in the national economy. Its limitations are those of a sampling formula in comparison with an economic census.

Carolinians have known lean centuries but they're well off now, and know it. What they are only starting to suspect is how well off their children will be. Those who would be seers can base their forecasts on these portents:

• The undeveloped western North Carolina area, rich in water, forest and mineral blessings, is just being discovered by industry. Electronic, paper and textile plants are moving into this little Switzerland.

• The Coastal Plains area, a farm and tourist empire all its own, is the fastest developing part of the Carolinas. A new industrial economy is joining the farm and food enterprises.

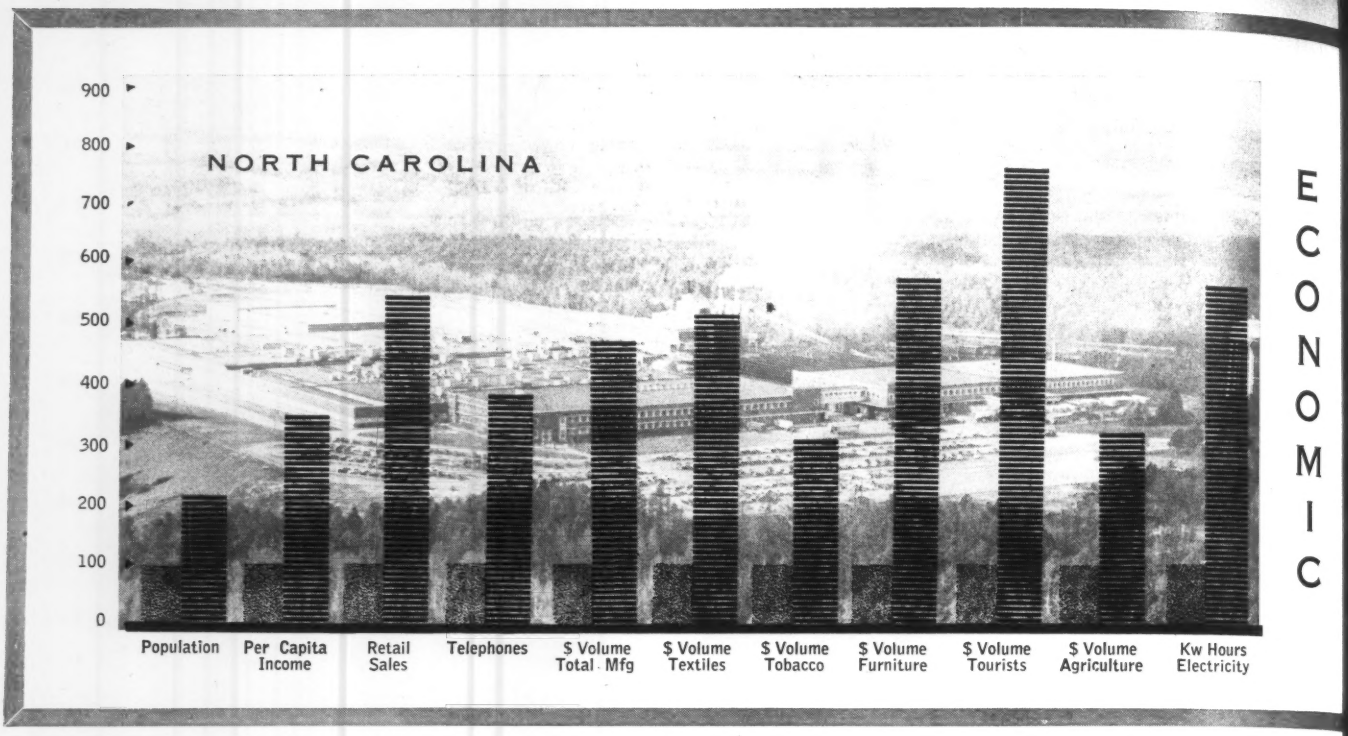
• The central Piedmont Plateau is holding its industrial leadership and diversifying its agriculture. Most significant, its industry is moving away from textile dominance as all kinds of new factories are added. This strengthens a soft place—dependence on the ups and downs of textiles (see textile story).

All three areas are improving their economic position. The documented story of their growth compels the attention of those who market goods and services. Satisfied Carolinians are moving out of the low-wage bracket. Their earnings are rising faster than the national average. Scoffing Yankees lost in the last two decades any right to point to Carolinians as their underprivileged neighbors to the south.

Among industrialists, Carolinians are

EXPANDING U. S. MARKETS

B•T took a look at the changing market economy of the nation and found a dynamic media story. This is the third in a series which began with The South (Nov. 15, 1954), then went on to tell the Georgia market story (Dec. 27, 1954).



ECONOMIC

known as willing and cooperative workers with a high rate of output and low rate of trouble-making. These residents of the "Bible Belt" believe in doing an honest day's work. Over 99% of Carolinians are native-born. The Negro living standards are improving as they get better jobs and higher pay.

Beyond these obvious signs of continuing Carolina progress lies an entirely new series of economic symbols:

• Carolina resources are supplying and operating the $1½ billion hydrogen atom plant at Aiken, S. C., where the energy of the future is being produced.

• A strip of black monosite sand on the South Carolina coast contains fissionable thorium, having an atomic energy potential, and titanium. It's too soon to make exciting predictions, but the test-tube experts are at work.

• New wool industries are appearing on the Coastal Plains, rounding out the Carolina textile production and joining synthetics. Wool is the last of New England's textiles to move into the South.

• Highway transport is bursting into a tremendous industry, with two state governments bulldozing madly in an effort to keep traffic moving. Southern Railway is acquiring two coastal lines that will help move east-west traffic and bring business to the ocean port at Morehead City, N. C.

• Rich mineral resources, including clays and chemicals await full development.

• New electrical and electronic plants are popping up all around, and will bring in satellite industries just as textiles brought in finishing, sewing and supply industries.

• The electronic age finds Carolinians producing the intricate radar and guided-missile miracles that will protect the nation from enemy attack and, if necessary, carry destruction to distant lands (see electronics story).

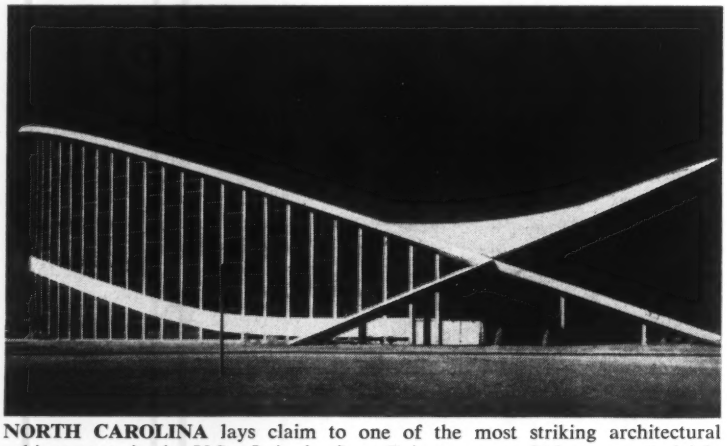
During decades of farm and factory progress, North and South Carolinians have had many common buying, working and living habits. Their differences were based on geography—and here the distinctions were sharply defined — and on political boundaries, also sharply defined. The geographic influence was marked by north-south zones running from the seaboard into the mountains. It centered around the farming habits on the mild Coastal Plains, with rich soil, ample moisture and convenient markets; the cotton agriculture of the rolling Piedmont, teamed with the North-like manufacturing of the belt, and the small, scattered handicraft industries and resort attractions of the western hills and mountains.

Early industry in the Carolinas was financed in two ways. Northern capital was put behind many of the larger textile mills, attracted by adjacency to cotton fields, cheaper labor and accessibility of power and water. These plants were mostly strung along the main line of the Southern Railway from Washington, D. C., to Atlanta. A lot of plants, particularly of the smaller sort, were set up from funds raised among groups of local businessmen.

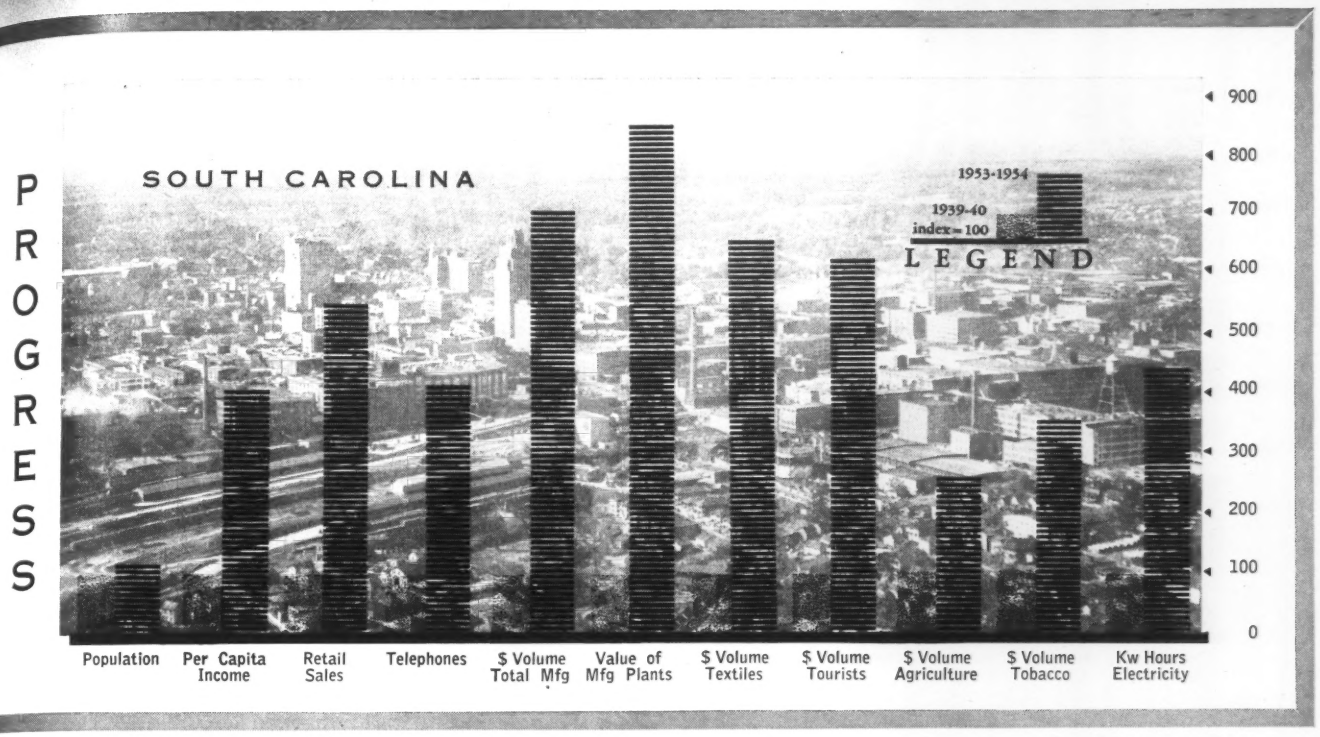
In recent decades Carolina industries have been built and maintained with more and more Carolina money. Such major financial reservoirs as Jefferson Standard Life Insurance Co., Wachovia Bank & Trust Co., American Trust Co. and Durham Life Insurance Co. are among typical sources of dollars feeding Carolina business and industry. In two decades the Carolinas have become financially self-sufficient, meeting their own capital and short-term needs. Outside capital is given a cordial reception, plus special inducements in some localities.

What does this mean?

Howard Holderness, president of Jefferson Standard: "The Carolinas and the South will continue to grow. Jefferson Standard will continue to provide capital to finance an expansion surpassing anything to date." Joseph M. Bryan, first vice president of the company, adds: "The Carolinas and the South are growing at an increasing rate —faster than the national economy. Heavy industries



NORTH CAROLINA lays claim to one of the most striking architectural achievements in the U.S. It is the State Fair Arena on U.S. 1 near Raleigh. The saddle shaped roof is hung on steel cables which are suspended from two parabolic arches encircling the building. There are no interior supports in the structure which could obstruct the view.



are starting to come, joining the recent influx of large appliances, electronics and synthetics. More of the machinery used in our industry will be made here."

And Miss Mary R. Taylor, widely known executive and agency relations director of the company, tops it off this way: "The South hasn't really discovered the South."

In three decades these basic Carolina trends have been charted:

Population—Up 35%

Farm Income—Up 100%

Manufacturing Income—Up 1,000%

Together the Carolinas produce more textiles than the rest of the country combined (over $5.5 billion a year) and better than one out of every two cigarettes (five of the six largest brands). With a population of 6,400,000 in 1955, they have a total manufacturing output of nearly $10 billion, paying factory wages approaching $1½ billion.

The South's tobacco industry started going places at the end of the War Between the States when Washington Duke began crushing tobacco leaves in his hands, packing the smoking mixture in homespun cloth bags and selling it to Federal and Confederate troops. Out of that developed American Tobacco Co. North Carolina grows three-fourth of the flue-cured tobacco in the nation on 11% of its total crop land. Bright-leaf strains grow well in the rich Coastal Plains soil and the crop runs nearly a half-billion dollars a year.

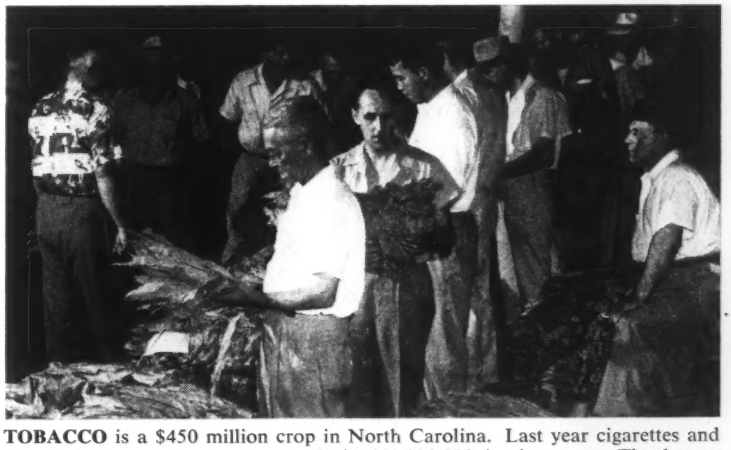
Cigarette production has felt the cancer agitation, but filter tips and king-size types have kept the industry's net income at a comfortable figure. There's no disputing the claim that North Carolina leads the world in tobacco growing, processing and manufacturing.

Since Capt. W. H. Snow, of a Vermont regiment, took a fancy to the High Point area and started making spokes and handles about the time the War Between the States was ending, furniture production has grown into a $300 million-plus business. In mid-January 6,000 buyers descended on the High Point furniture mart, third largest in the U. S., helping dedicate a 10-story addition to the exhibition building. Within 100 miles are produced half the nation's bedroom and dining room furniture.

The Carolinas are attractive to industry because of their water resources, low-cost power and the mild weather in both the Coastal Plains and Piedmont Plateau. In the western mountains the climate is more like that of Pennsylvania or Ohio in the winter but generally more refreshing in the summer. The Piedmont is from 500 to 1,500 feet in elevation, yet winters are mild by northern standards, with a minimum of snow (aside from two unscheduled pileups last January). Piedmont summers are warm but not tropical.

Coastal Plains summers are warmer. The beaches and rivers help provide relief, with air conditioning a tremendous help. Coastal region residents cite data to show their summers aren't of the sizzling sort found in Mississippi and Missouri Valley plains or in the Southwest.

Best support for the weather boasts of Carolinians comes from northerners who have migrated southward. They concede summers are warmer there than in the Maine woods or Vermont valleys, but not at all unbearable in most areas. Industrialists who like the climate and the extensive water resources will note that it's rare when a day's work is lost because of weather.



TOBACCO is a $450 million crop in North Carolina. Last year cigarettes and other tobacco products were worth $1,661,000,000 in the state. The largest bright leaf auction market in the country is at Wilson, where auctioneers and buyers deal in that peculiar jargon made famous on radio by Lucky Strike. The state leads the world in tobacco growing, processing and manufacturing.

The Carolinas have no cities in the million bracket but are densely dotted with medium and small cities, often in pairs or clusters. Geographically the three main regions are like this:

Western (mountain): Elevation 1,500-6,884 ft. Resorts, industry, truck and fruit farming, dairying. Produces rayon, textiles, cigarette paper, hosiery, furniture, apples, vegetables, cellophane.

Piedmont Plateau: Elevation 500-1,500 ft. Concentrated industrial area, with farming and dairying. Produces textiles, hosiery, synthetics, household furniture,

COLOSSUS OF THE CAROLINAS

Primary in the population center of the two Carolinas, Jefferson Standard Broadcasting Company provides mass-ive radio and television coverage in the area where 98% of Carolina industry is located. These stations rate first consideration by any advertiser doing business in the Carolinas.

JEFFERSON STANDARD BROADCASTING COMPANY

WBTV CHARLOTTE
Channel 3 Top Power

WBT CHARLOTTE
50,000 watts
CBS AFFILIATE

WBTW FLORENCE, S. C.
Channel 8 Top Power

cigarettes, cotton, truck crops, cattle, poultry.

Coastal Plains: Elevation sea level to 500 ft. Agriculture dominates. Produces tobacco, cotton, peanuts, corn, peaches, strawberries, textiles, lumber, cattle, hogs, poultry.

There in general form is the story of the Carolinas—past and present, with a few hints at the future of an area that has more than its share of nature's bounties. It's a story of farming, once centered around cotton and tobacco but now diversified and less subject to the whims of a single crop; of industry that moved close to its raw products and abundant resources; and of a newer industrial economy following northern patterns but profiting by the errors of over-industrialized communities.

Up to recently, 90% of Carolina industry has been in the Piedmont. From 1955 on, watch what happens in the eastern flats and western hills—and, of course, the Piedmont.

COASTAL PLAINS

THE low-level plains area between the Piedmont Plateau and the Atlantic was first to be settled. Sir Walter Raleigh's expedition landed at Roanoke Island in 1584, but the area was slow to join the industrial parade. Right now it is the Carolina's economic eye-catcher, said Ken Willson, executive vice president of Tobacco Network. From Elizabeth City to Aiken, new plants are being built. Some of them are big—DuPont's $35 million dacron plant at Kinston, N. C., for example. DuPont likes the area so well it has added several million dollars worth of research plant.

Eastern North and South Carolina have a population of about two million. Their income from the rich land runs around a billion dollars a year, including tobacco, livestock, peanuts, cotton, corn and other crops. Industries include textiles and, more recently, woolen mills, atomic energy at Aiken in a $1½ billion government plant, tobacco processing, paper and other wood products, fertilizer and other chemicals, and food processing (including fish).

In the last six years 175 new industries have appeared in the coastal counties. Some of the names include Talon, American Woolen, Phillips Petroleum and National Spinning. A. Hartwell Campbell, general manager of WNCT (TV) Greenville, N. C., said more people are employed in established manufacturing associated with farming than in the new industries, but predicted industrial expansion will include both the old and new, advancing side by side. Air-conditioning has made the coast counties more attractive.

"Several important harbors move these products all over the world," Mr. Campbell said. "Three of the military installations alone feed $181 million a year into the economy. Eastern North Carolina's Tobacco Belt sold 522 million pounds of cigarette tobacco last year, a $285½ million item."

Along the sandy Atlantic Coast, protected by sand strips, runs the Intercoastal Canal, a busy water highway. Expanding resorts are joining New Jersey, Delaware, Maryland, Virginia and Florida as attractions for the whole eastern half of the country. The thermal belt running through Southern Pines Sandhills region provides year-round golf. "Over $25 million worth of horses are trained and eight golf courses have 165 tournaments a year," according to Jack S.

BEST RADIO BUY
BECAUSE OF OUR

NO. 1 RATING

- FIRST radio station in Greensboro . . . we are in our 29th year of broadcasting
- Now rated FIRST in size of audience among local stations (1953 Pulse Report)
- Home county FIRST in retail sales in the Carolinas (Sales Management's 1954 Survey of Buying Power)

Hollingbery, National Representative

GREENSBORO, N.C.
WBIG
CBS Radio Network
1470 KC | 5000 WATTS

NORTH CAROLINA SPOTLIGHT

MAIN INDUSTRIES (unofficial estimated value of 1954 output, 7,700 plants):

Textiles $2.9 billion (see textile story)
Tobacco $1.6 billion
Food $510 million
Furniture $350 million
Lumber $250 million
Chemicals $200 million
Paper $215 million
Electronics, electrical $185 million
Garments $150 million
Machinery $80 million

Main farm crops (unofficial estimated value of 1954 marketing from 285,000 farms, 96% of which are electrified):

$900 million total
Tobacco $445 million
Cotton $70 million
Peanuts $30 million
Corn $9 million
Other crops $146 million
Livestock $200 million
Tractors operating, 88,000

Crops include fruits and vegetables. Broiler and egg production growing fast; livestock, too; hatching eggs from cool western counties sold all over nation. Best soil is in Coastal Plains.

These "Industrial Firsts" are claimed: Textiles, tobacco products, household and kitchen furniture, mica fabrication and production, kaolin and pyrophyllite, crude and ground feldspar, crushed granite, most spodumene reserves.

"Agricultural Firsts" are claimed as follows: Bright leaf tobacco (900 million pounds), farm population (1,600,000 or third of state's total), 4-H Club membership, home demonstration club membership; largest agricultural extension service.

"Historical Firsts": Powered airplane flight by Wright brothers in 1903; first English settlement in America (Roanoke Island 1585); first state-supported university to open its doors (U. of North Carolina, 1792); first child of English parentage born in America (Virginia Dare, 1587, Roanoke Island).

Miscellaneous "Firsts": Mileage of state-maintained roads (68,190), first non-federally built nuclear reactor (N. C. State College, 1953), first in size of school bus fleet (6,772) and bookmobiles.

Industrial expansion in 1954, led by textiles, apparel, food, lumber products and furniture:

131 new industries planned, $69 million investment, 11,450 jobs, $28 million payroll.

129 industries expanded, $43 million investment, 5,400 jobs, $14 million payroll.

In addition, electrical utilities had $102.5 million expansion, adding 629,000 kw.

Total income of state in 1953 was $4.6 billion ($1,097 per capita). Total business volume in 1953, $17 billion. Retail sales (based on tax collections, fiscal 1954), $3.07 billion.

Population in 1954, 4,230,100; U. S. Census Bureau estimate for 1965, 4,784,000. Second in population in South; third in business volume and farm output; second in manufacturing; fourth in retail trade.

Three geographic divisions running roughly north - south — Western, with 223 mountains (Mt. Mitchell, 6,684 ft.; Piedmont Plateau (rolling), numerous rivers; Coastal Plains have extensive water areas (2,000 square miles of sounds) with outer rim of sand bars and islands, and 1,500 miles of inland waterways. Thermal (mild) belts in Tryon and Southern Pines areas.

Two ocean ports—Wilmington, Morehead City.

Younts, operator of WEEB Southern Pines.

Newest stir of economic excitement in eastern South Carolina is the woolen industry (see Charleston story), joining atomic energy and synthetic fibres as business builders.

Principal ports are Charleston, Wilmington, Morehead City, Beaufort and Georgetown. Fisheries are moving along, with 1955 likely to produce a $20 million seafood yield. When Southern Railway ties in two coastal railways, the North Carolina ports will have better arterial transportation.

About 30 cities in the 15-50,000 population category are scattered around the plains. Among cities and towns are:

North Carolina—Elizabeth City, 14,000 (truck crops, peanuts, pigs, mills); Ahoskie, 4,000 (millwork, lumber, food); Fayetteville, 43,000 (inland port, textiles, lumber, tobacco markets, livestock and other farm products, new Fasco electrical plant and quadrupled property values since 1940); Goldsboro, 23,000 (tobacco market, retail and distribution center); Greenville, 19,000 (markets for tobacco and other farm products, wholesale trading); Jacksonville, 12,000 (Camp Lejeune puts $60 million into area economy); Kinston, 22,000 (cotton, tobacco, synthetic fibres, 14 auction warehouses sold $44.7 million in cigarette tobacco last year); New Bern, 17,000 (a "Miniature Charleston," near Cherry Point Marine air base with $31 million kitty); Rocky Mount, 35,000 (83 industries including yarn, tobacco processing, steel products, wood processing, 16 tobacco auction warehouses); Tarboro, 9,000 (small industries and farm markets); Wilson, 25,000 (19 tobacco auctions comprise world's largest bright leaf market with $50 million business plus 11 processing plants adding $9 million to value of product; poultry industry expanding).

South Carolina—Aiken, 15,000 (winter resort, training of horses, kaolin and other clays, textile and lumber mills, quarries); Florence, 25,000 (retail-wholesale center for 12-county Pee-Dee region, furniture, garment mills, lumber, packing plants, fertilizer, Atlantic Coast Line yards and shops); Georgetown, 7,000 (seaport, International Paper Co. has largest mill in world, fisheries); Myrtle Beach, 4,000 in winter but 50,000 in summer (one of many Carolina beaches); Orangeburg, 17,000 (textiles, meat packing, chemicals, plywood, garments); Sumter, 22,000 (garments, woodworking, textiles, furniture, steel products, chemicals, pigeon and turkey raising).

TEXTILES

ANYONE who wants to challenge the Carolinas' claims to textile leadership must first shatter these arguments:

- They turn out each year enough fabrics to go around the world 36 times, plus a dozen laps around the moon and loose ends for a million or two circus tents.
- They have half the cotton looms in the U. S., in addition to the developing woolen industry.
- Printing and finishing mills are major Carolina industries; in the past raw fabrics were processed elsewhere; now garment plants round out the picture. One plant in Rock Hill, S. C., prints a sixth of all U. S. cotton goods.
- Cotton still dominates the textile industry but there's a billion-dollar investment in synthetic fibre plants with production increasing every day.

To those still of a doubting disposition, the Carolinas remind that they produce more textiles in the household field than all other states combined.

Carolina's textile industry is 150 years old, with the hand-woven goods of early American decades giving way in the 1800s to cotton mills. A small woolen mill opened just before the turn of the century and eventually became Chatham Mfg. Co. The Cone family built Greensboro plants (see Greensboro story) and Burlington Mills developed in the world's largest textile organization.

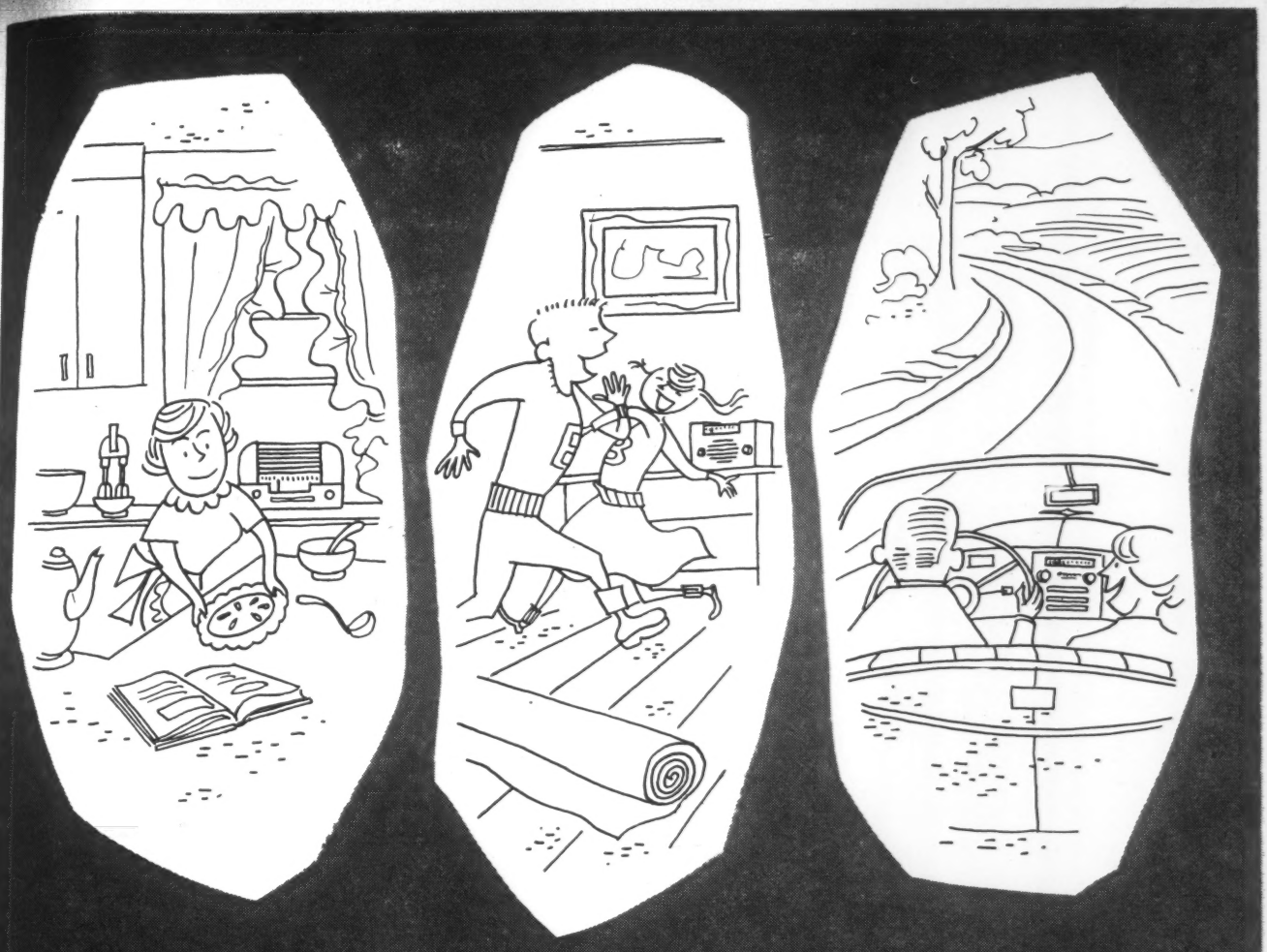
Col. Elliott W. Springs operates seven mills that grew out of a Fort Mill, S. C., unit started in 1888. His Lancaster, S. C., plant is termed the largest in the world under one roof, with 7,000 looms.

Col. Springs is a dynamic figure in the textile world. Once a World War I flyer and later an author of human-interest stories, "Clothes Make the Man," and seven other books, he is reputed to have personally written eye-catching Springmaid sheet advertisements that have startled the more conservative practitioners of the advertising art: "A buck well spent on a Springmaid sheet," with portrait of weary Indian youth and maiden; a hope chest elopement scene, busty bride exclaiming, " . . . they're Springmaid sheets and I have a full chest too," with the artist leaving no room for argument.

Textile machinery wears out. Col. Springs and the Cones, Burlington Mills, Celanese and dozens of other plants are spending fortunes on installation of the most modern devices plus addition of new plants (Springs Mills, $60 million). Col. Springs operates the Lancaster & Chester Railway Co., a 28.9-mile inter-plant line.

When North and South Carolina start matching claims for the textile championship, oratory and economics become garbled.

N. C. concedes S. C. has more spindles in place (S. C. 5,667,000, N. C. 5,129,000) and



More North Carolinians listen to WPTF than to Any Other Station

50,000 watts 680 KC

(Source): Neilsen coverage service.

WPTF

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Of This Hidden Metropolitan Market Of 218,300 People With $373,058,000 Income In the Spartanburg 20 Mile Trading Area. Reach 47.3% of Audience

WORD's "Talk of the Town" is a new morning approach with Ace Rickenbacker and his Piedmont popularity in its 12th year—music, news, sports, weather + *Sellability*

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AN INDEPENDENT DAYTIME RADIO STATION IS

UPSETTING THINGS

in Greenville, South Carolina

WESC

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FIRST IN GREENVILLE

SOUTH CAROLINA SPOTLIGHT

MAIN INDUSTRIES (unofficial estimated value of 1954 output, 1,200 plants):

Textiles $1.5 billion (see textile story)
Paper, pulp $115 million
Food products $125 million
Fertilizer $40 million
Furniture $30 million
Clay products, cement $28 million
Electric power four times 1939
Factory output $2.4 billion

Main farm products (unofficial estimates for 1954, a drought year):

Cotton $101 million
Tobacco $70 million
Livestock $55 million
Corn $21 million
Hogs $14 million
Peaches $8.5 million

These claims are made for South Carolina industry: Over two-fifths of cotton woven goods; first in spindles and looms; over 1,110 plants added since World War II and 1,120 plants enlarged; including $1½ billion atomic energy plant at Aiken, state's industry has expanded at average of $5 million weekly since World War II, highest growth rate in U. S.; single mill now does full textile cycle, taking bale of cotton in back door and shipping sheets and pillow cases out the front door. "This is just the start of South Carolina's industrial development," according to S. W. Gable, acting director of the State Development Board. "Industrial expansion totaled $76 million in 1954."

In 1945 the state's industrial investment was $500 million; $938 million in private plants added up to Jan. 1, 1955. 115,000 jobs, $277 million payroll.

"Historical Firsts": First American province to plant rice and indigo for sale; first free library in America started in 1695 at Charles Town (Charleston); first building devoted wholly to drama (Dock Street Theatre, 1736, Charleston, still operating); first cotton mill built on James Island in 1789; first free schools for Negroes (Charleston); U. of South Carolina one of first three state colleges; first musical society, St. Cecilia (Charleston, 1762, still operating); first opera (Charleston, 1762).

South Carolina has 24,000 miles of highways; world famous gardens; fine beaches; three ocean ports (Charleston, Beaufort, Georgetown); lowest rate of business failures in nation (1950); new textile industry using Fiberglas; new wool industry which is expected to develop into one of nation's major textile enterprises (see Charleston story); retail sales up 370% since 1929 (259% in U. S.); state claims to lead U. S. in per capita income gains since 1929 (300%).

Population in 1954, 2,206,000; U. S. Census Bureau 1965 estimate, 2,445,000.

1953 income payments, $2.4 billion.

Geography: Rugged hills in extreme western corner (Sassafras Mountain, 3,548 ft.); Piedmont Plateau and Coastal Plains resemble North Carolina, with less jagged coastline; many rivers.

New Bushy Park project near Charleston will supply extensive fresh-water industrial sites with docks for ocean freighters (see Charleston story).

more active spindles, too. It will concede S. C. superiority in cotton looms (129,000 to 72,767). Together the two have half the cotton looms in the U. S. and four times as many active spindles as New England.

But, N. C. goes on to say, it produces 840 million pairs of hosiery a year, or 44% of the U. S. total. "Show us any South Carolina hosiery?" its northern neighbor challenges. Of the 840 million pairs, 612 million are seamless and 228 million full-fashioned, yet N. C. has only 16% of the nation's 1,300 mills. The state's plants employ 53,000 workers.

Newest interest in the hosiery field is women's hose that stretches—Larkwood's "Stocking X" and Burlington's "Shape-2-U." Only three sizes are needed since they stretch over the feet and up the leg. Judging by observed testing of Stocking X, this innovation in feminine apparel is one of the exciting developments of the textile industry.

New textile plants are now appearing in the Coastal Plains, with fabulous acre-eating enterprises whose facilities turn out dacron, orlon and nylon under DuPont auspices, Celanese's newer arnel and many others. Western Carolina, too, is getting some of this business.

Over 1,000 Carolina textile plants employ around 250,000 workers. Plant investment runs around $16,000 per worker. Twoscore large plants were added last year. Right now textile people are worried about low-cost imports.

FINANCE

SHORTLY after World War II, a resident of Morganton, N. C., Henry Wilson, and a few of his neighbors, decided to start a plant making wooden furniture of the highest quality. They each took some stock and sold a little to outsiders, but this wasn't enough for a major plant. At Greensboro, Jefferson Standard Life Insurance Co. took bonds on the new factory.

Within a year the first piece of the now-famous Heritage Henredon furniture was shipped. The long-term insurance loan permitted a much larger plant, with more employes, and left the operators free to get seasonal loans from banks. "We were successful from the start and have grown rapidly, thanks to Jefferson Standard and to a quality product," Mr. Wilson said.

Jefferson Standard, Durham Life Insurance Co., Wachovia and many other Carolina institutions are putting up the green stuff that keeps mill wheels humming and underwrites new ones. Southern capital finances furniture plants, the giant textile cathedrals and other industries.

First Vice President Joseph M. Bryan, of Jefferson Standard, recalls that northern

money once financed most industries and dictated policy. "Now the South can dictate its terms," he said, "and the North is anxious to invest in the South's future."

Howard Holderness, Jefferson Standard's president, said the company was founded with the ideal of serving the South. "We still get the biggest part of our business from the South and we put our money back where we get it," he said.

Founder of Jefferson Standard, which now has $1.24 billion insurance in force, was P. D. Gold, who teamed with his brother and a banker in 1907 "to give the South a strong insurance company based on the standards of Thomas Jefferson, author of the Declaration of Independence." "P.D." is still following his favorite hobby—selling insurance out of the company's Washington office. Jefferson Standard for 17 straight years has had the highest interest rate of any major insurer. Its portfolio includes electronic properties—WBT-WBTV (TV) Charlotte; WBTW (TV) Florence, S. C.; WBIG Greensboro; minority holding (16.5%) in WFMY (TV) Greensboro. It has owned practically all of Storer Broadcasting Co. preferred stock but Storer is buying it back. It has a wholly owned subsidiary, Pilot Life Insurance Co. with $758 million insurance in force.

Carolina banks have grown with the state as have Charlotte's nine brokerage houses. Wachovia Bank & Trust Co. has $350 million in resources behind its six-city service. While observing its 75th anniversary last year, Wachovia noted that total deposits of all North Carolina banks had grown from $16 million in 1900 to $2 billion in 1954; insurance policies in the state from $144 million to $4.5 billion. Thus the savings of Carolinians, acquired from their jobs and their farms, have gone back into financial houses that have used the money to finance the state's growth.

NORTH CAROLINA CITIES

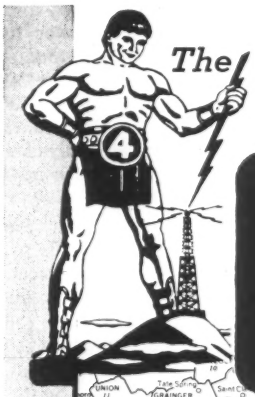
ASHEVILLE

IN ASHEVILLE, everyone, including a profitable crop of visitors, not only talks constantly about the weather but the local folks do something about it—they live off it.

Since World War II the residents of this gateway to western North Carolina have found a new topic of conversation. They talk constantly about the new industries that keep coming into the 19 counties of which Asheville is the trading capital and resent any inference that the city is merely a T. B. sanctuary.

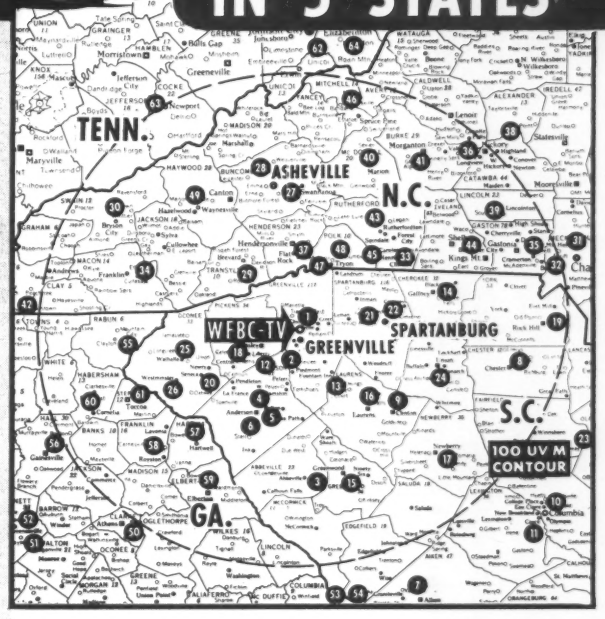
Asheville started advertising nationally its enervating climate back in 1910, spurring tourist business to new heights. Don Elias, veteran broadcaster (WWNC) and journalist (*Citizen* and *Times*), likes to inhale several lungloads of bracing Asheville atmosphere and exclaim, "They'll never take away our most valuable resource, fresh air."

An Industrial Council was formed some years ago to provide jobs for the area. A surplus labor supply existed in the city and on out to the Tennessee border. Such plants as American Enka Corp., U. S. division of a Dutch textile empire which has added a big nylon plant to its rayon setup, and Ecusta Paper Corp., cigarette paper mill, found



The Giant of Southern Skies
GETS . . .

PROGRAM LOGS IN 64 NEWSPAPERS IN 5 STATES



SUCH POPULARITY IS DESERVED

Beginning in January, 1954, WFBC-TV brought NBC network and other top-ranking programs, with maximum power, to an area which previously had "fringe" reception or none at all. That was *good news!* Proof of Channel 4's popularity is the listing of these 64 progressive newspapers in 5 states which carry the daily logs of WFBC-TV:

SOUTH CAROLINA
1. Greenville News
2. Greenville Piedmont
3. Abbeville Press & Banner
4. Anderson Free Press
5. Anderson Independent
6. Anderson Mail
7. Aiken Standard & Review
8. Chester Reporter
9. Clinton Chronicle
10. Columbia Record
11. Columbia State
12. Easley Progress
13. Fountain Inn Tribune
14. Gaffney Ledger
15. Greenwood Index-Journal
16. Laurens Advertiser
17. Newberry Observer
18. Pickens Sentinel
19. Rock Hill Herald
20. Seneca Journal
21. Spartanburg Journal
22. Spartanburg Herald
23. The Timmonsville Times
24. Union Times
25. Walhalla Keowee Courier
26. Westminster Tugaloo Tribune

NORTH CAROLINA
27. Asheville Citizen
28. Asheville Times
29. Brevard Transylvania Times
30. Bryson City Smoky Mt. Times
31. Charlotte Observer
32. Charlotte News
33. Forest City Courier
34. Franklin Press
35. Gastonia Gazette
36. Granite Falls Press
37. Hendersonville Times-News
38. Hickory Record
39. Lincolnton Lincoln Times
40. Marion McDowell News
41. Morganton News-Herald
42. Murphy Cherokee Scout
43. Rutherford County News
44. Shelby Star
45. Spindale Sun
46. Spruce Pine Tri-County News
47. Tryon Daily Bulletin
48. Tryon Polk County News
49. Waynesville Mountaineer

GEORGIA
50. Athens Banner-Herald
51. Atlanta Constitution
52. Atlanta Journal
53. Augusta Chronicle
54. Augusta Herald
55. Clayton Tribune
56. Gainesville Times
57. Hartwell Sun
58. Royston Record
59. The Elberton Star
60. The Northeast Georgian
61. Toccoa Record

TENNESSEE
62. Bristol Herald Courier
63. Plain Talk & Tribune

VIRGINIA
64. Proof-Reader, Bristol, Va.

NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.

WFBC-RADIO (NBC affiliate)
is Represented
Nationally by AVERY-KNODEL

Channel 4
WFBC-TV
Greenville, S. C.

Greatest

Advertising

VALUE!

COMPLETE
MARKET
COVERAGE!

WWNC
ASHEVILLE, N.C.
570 ON YOUR DIAL

★ Asheville's Only 5000 Watt Station Day and Night!

★ 50% or Better Coverage in 12 W.N.C. Counties!

★ Experience! Serving W.N.C. for More Than 28 Years!

WWNC
ASHEVILLE, N.C.
570 ON YOUR DIAL

Affiliated with Asheville Citizen and Asheville Times.

Represented By:
H-R Radio Representatives, Inc.

the combination of a pure water supply and easily trained labor exactly the answer to their problems. Ecusta had started manufacture of cigarette paper from flax in 1939 just as the Nazis cut off the French monopoly by entering Poland. Quickly Ecusta became the nation's chief supplier of this delicate fibre, using flax from California, and it now is the largest unit in the world.

Lying between towering ranges of the Blue Ridge and Great Smoky Mountains, Asheville has an elevation of 2,300 feet. Even at 2,300 feet, everybody in Asheville looks upward. Its strategic site provides the principal gateway from the Southeast to Memphis, St. Louis, Louisville, Cincinnati, and the Midwest. Highways and the Southern Railway wind into the city through passes, providing traffic lanes that carry tremendous traffic. In one day (Saturday, Jan. 15), 4,255 cars of freight were handled through the Southern yards, somewhat straining the railroad's facilities.

A new blessing to the area is a $3.5 million stretch of road crossing the mountains east of Asheville at 3,500 feet. This engineering miracle with four lanes of gentle curves and grades will promote truck traffic. Rail and air traffic are on the upswing. Asheville's once tortuous approach from the East feeds into Beaucatcher Tunnel (Hmmm!) in the eastern end of the city. The tunnel had eliminated a string of steep hairpin turns that once unnerved motorists still dizzy from the old mountain trail.

Cecil B. Hoskins, general manager of WWNC, reported after consulting his slide rule that retail sales in Asheville had increased in the seven postwar years from $71,409,844 to $111,198,433. The increase last year alone was $5 million, second only in N. C. to Forsyth County (Winston-Salem). These figures cover the metropolitan area (Buncombe County).

Electronics, electricity, paper, specialized textiles and religion are important in Asheville's future. Over 150,000 persons from distant parishes are attracted every year to religious conferences and conclaves in the area. "It's one of the few areas in the U. S. not developed by industry," says Charles B. Britt, president of WLOS-AM-TV, which is seated in a mountainside electronic castle once erected by the pioneer Battle family at a cost of $250,000.

Gorham Silver, International Resistor and General Electric are building new plants in the area.

CHARLOTTE

IN ALL the Southeast the fastest growing metropolis is Charlotte, the Queen City (after Queen Charlotte, wife of George III of England). It is the financial and commercial heart of the Carolinas and bows reluctantly—it hopes temporarily—only to Atlanta as distribution center for the entire Southeast quadrant of the U. S.

Located half way between Richmond and Atlanta, it is in the heart of the Piedmont and has the densest population south of the Mason-Dixon line. Metropolitan Charlotte has these claims to marketing leadership:

• Population—150,000 in city, 225,000 in metropolitan area.

• Wholesaling center for 1.9 million (75-mile radius; wholesale business up 1,400%

REAL

canny time buyers have discovered something new about radio in North Carolina. They've found that—in spite of what you may hear about radio these days—radio is a

LIVE

medium in Metropolitan Charlotte, because the whole programming approach at WIST is a *lively* approach, as well as *live* and *local*. That's why, when buyers think of

RADIO IN

North Carolina, they think of WIST the station that *concentrates* your power and your sales—in service to a rich, vital

METROPOLITAN

market—Charlotte, North Carolina. WIST is the *only* station whose frequency, power and location enable it to provide consistent day and night service *with appeal*, to all

CHARLOTTE!

The proof? WIST's business is on the *up*-swing. Ask us for the documentary evidence!

WIST

CHARLOTTE, N. C.
930 Kc.

5,000 watts day • 1,000 watts night
a Broadcasting Company of the South station (WIS and WIS-TV in Columbia, S. C.)

W. Frank Harden, *Managing Director*
G. Richard Shafto, *General Manager*

since 1940; home of Belk Brothers chain of 276 stores.

• Federal Reserve branch handled 55 million checks totaling $18 billion in year; bank clearings eight times 1940 total.

• Retail trading center for 50-mile radius having $1 billion-plus buying power; retail sales in Charlotte quintupled in decade.

• Led only by Chicago and Los Angeles as trucking center; 2,350 Carolina towns have no railroad.

• Over 500 factories employ 23,000.

• Financial hub, with nine major brokerage offices (Atlanta has six).

• Railroad carloadings doubled in a little over a decade.

• Air transport center, with one of nation's best airports; average of 10.9 passengers board each departing plane.

• New homes and buildings appearing everywhere; 150 construction firms have headquarters in city.

• Religious and educational (five colleges) center.

Since angry Mecklenburg County citizens sent a horseman to Philadelphia one warmish May day in 1775 with a parchment declaring themselves free of British oppression, over a year ahead of the other colonies, Charlotte has held its independence and enhanced its prosperity. A flurry of gold grubbing spiced the 1830s and 40s.

Industry developed slowly until the 1890s when Victor Mill was started. By 1900 a cluster of cotton mills had acquired satellite machine and service shops as well as electric power developed from primitive wheels by Duke Power Co. Duke now has 600,000 customers and turns a third of the nation's spindles.

"Charlotte is one big city in itself, without large neighboring cities," said Charles H. Crutchfield, executive vice president of Jefferson Standard Broadcasting Co. [WBT-WBTV (TV) Charlotte; WBTW (TV) Florence, S. C.] "As the Carolinas financial and distribution center it serves an area with a population greater than Detroit, and does more wholesaling than cities four times its size." Bob Covington, WBT-WBTV assistant vice president, added, "Charlotte has all the facilities, the position and the know-how for eventual dominance of the Southeast." The stations are moving into a new $1¼ million plant.

A Charlotte banker, Addison H. Reese, president of American Trust Co., said, "I believe Charlotte will go ahead of Atlanta."

Earle J. Gluck, who founded WBT in 1922 and is now president-general manager of WSOC Charlotte, has watched such industrial giants as General Electric, General Motors, Ford, Celanese and 600 others set up major units in the city. "Watch what happens in the next 30 years," he said, scanning the factory-dotted horizon.

The city is becoming a major oil terminal.

Celanese recently built a $5½ million marble Taj Mahal on the Charlotte outskirts, moving its entire headquarters operation from New York. Do the Manhattan pueblo dwellers like this truly temperate climate? "They love it," said Chester Whelchel, Celanese public relations official. "They're buying homes only a few minutes from the office."

Charlotte has a new $16 million "Nike" plant that will soon start assembling guided missiles.

The city is church-minded—165 of them, highest per capita rate of any major city except Edinburg, Scotland. The new Covenant Presbyterian Church center occupies six acres in a semi-downtown site. It cost $3 million and the debt has been whittled down to $500,000.

Neighboring Gastonia, with 200 textile industries, is 17 built-up miles away. It has such textile monuments as a Firestone tire unit with 2,300 employes and the giant Textiles Inc. Gastonia is said to have more spindles than any other city in the world.

Charlotte is just north of the South Carolina border and tends to ignore state lines. It would be o. k. with Charlotte if the two Carolinas entered political wedlock but it's satisfied to claim title as business capital for both.

DURHAM

ON THE leeward side of Durham's business and industrial area, a visitor will quickly detect a mild aroma—the city's trade mark. The familiar fragrance from American Tobacco Co. (Lucky Strike, Pall Mall) and Liggett & Myers (Chesterfield) symbolizes millions of dollars for local residents. L&M alone employs 4,500 persons.

The gigantic cigarette plants have been built at a cost of millions but the tobacco stored in Durham warehouses is worth much more than all the factories combined. Across the road from suburban WTVD

for 21 years in a Fabulous Southern Market with some of the South's Most Outstanding Personalities

WSOC AM & FM

CHARLOTTE, N. C.

NBC AFFILIATE

Represented Nationally by
H-R Representatives, Inc.

Southern Representatives
Bomar Lowrance & Associates

DEWEY DRUM • FRED DICKSON • DICK CURLEE

SELL

The Tremendous NEGRO Market of DURHAM, RALEIGH

And Eastern North Carolina

"America's most Fabulous Negro Market"

with

WSRC

Durham, N. C.

1410 Kc • 1000 Watts

"Only Station in Eastern North Carolina Programming Exclusively to this great Negro Market."

0.5 MV/M 138,750 Negro's*
0.1 MV/M 187,350 Negro's*
(* 1950 Census)

42% Of Durham's Total Population is Negro

38% Of Total Population Of Eastern North Carolina is Negro

(* 1950 Census and Local Government info.)

The Only Possible Way to Reach This Tremendous Market is Through

WSRC

For the complete WSRC Story Call

RAMBEAU

Southeastern DORA-CLAYTON

(TV) are scores of acres of warehouses. Out of these warehouses comes the raw material for Durham's leading product—over 20% of all the cigarettes made in the United States, according to Floyd Fletcher, vice president of WTVD. American Tobacco is completing a $5 million addition.

While Durham County is small in area, it has a population of 107,500 of which Durham, the only city, accounts for 74,000. In retail sales Durham ranks sixth in North Carolina, judging by sales and use tax collections. Ahead of it in December were Buncombe (Asheville), Forsyth (Winston-Salem), Guilford (Greensboro), Mecklenburg (Charlotte) and Wake (Raleigh). December sales tax collections were 11% above 1953, compared to a statewide average of 10%.

Durham is the home of Duke U., with a multi-million dollar payroll and 5,000 students who contribute to the local economy. Total annual Durham payroll runs over $100 million, of which $71.5 million is in wages.

J. Frank Jarman, general manager of WDNC, said Durham is located in the bright-leaf tobacco area, with its auctions selling 40.7 million pounds last season for $21.8 million. The city borders the South Atlantic cotton producing area, which also produces livestock, fruit and truck crops.

A high-speed highway connects Durham and Raleigh, 23 miles away. In between is the Durham-Raleigh (or Raleigh-Durham) airport, whose name depends on the civic loyalty of the individual. These twin cities have much in common besides an airport and a lively competitive spirit persists, fanned by sports loyalties toward Duke in Durham and North Carolina State in Raleigh and diluted by devotion to North Carolina U. in Chapel Hill. The last-named is the nation's oldest state university. Combined with N. C. State and Woman's College of N. C., in Greensboro, it comprises Greater University of North Carolina.

Erwin Mills has its headquarters for a six-mill chain, making sheets and pillow cases. Other industries include eight hosiery plants, Sperry Gyroscope, tobacco importing and exporting, B. C. Remedy Co., fertilizers, containers and many others. Durham is headquarters for one of the more important advertising agencies, Harvey - Massengale Co., buying heavily on radio-tv. Four insurance companies have home offices in the city.

GREENSBORO

TIMES were tough in Greensboro, a quiet little mill town, when the panic of the 1890s slowed business to a standstill. Money was scarce, but ambition was ample as Moses and Caesar Cone, two textile commission men, started planning a denim plant in proximity to southern cotton fields. The Cones built a mill and called it—well, why not?—Proximity. That venture was a quick success so with the financial help of friends they built a flannel mill designed to revolutionize the southern cotton industry by making pretty flannels. The name, of course—Revolution.

Others followed and the Cone descendants—Herman and Caesar—now operate 20 Carolina mills, employing 17,500. Six of the mills, in Greensboro, employ 7,000 and

WTVD

Durham-Raleigh

has 207,760 TV SETS

(source: Television Magazine)

More Sets Than

PORTLAND, Oregon or RICHMOND, Virginia

WTVD

CHANNEL 11

NBC - ABC

***Call* HEADLEY-REED**

WJNC

2-1

The Station that is a more than 2 to 1 favorite over all other media with advertisers as well as listeners.

The Station with the $60,000,000 a year payroll—Camp Lejeune.

WJNC gives advertisers consistent day and night service, seven days a week—a necessity to effectively reach this concentrated multi-million dollar market.

WJNC

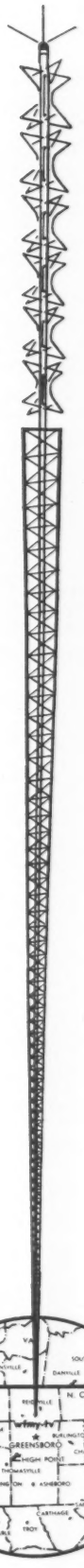
JACKSONVILLE, N. C.

Affiliated with Mutual Broadcasting System and Tobacco Radio Network.

LESTER L. GOULD, President & General Manager

WFMY-TV . . . Now On The Air With FULL

100,000 WATTS*



SELLING POWER

Power: now six times greater
Studio Space: now eight times greater
Tower: now 1,549 feet above sea level
Population: now 1,961,500
Families: now 501,100
Market: now $2,305,273,000
Retail Sales: now $1,560,824,000
Set Count: now over 325,000
Experience: now in our sixth year
All this — and color, too!

Call or write your H-R-P man today for the amazing story of this greatly expanded market.

*On maximum power, effective January 2, 1955, as authorized by FCC on Channel 2. Statistics above based on Sales Management Survey of Buying Power — 1954.

wfmy-tv
Channel 2

GREENSBORO, N. C.

CBS
Basic Affiliate

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

the Cone payroll in Guilford County is $18.5 million a year. The Cones operate 600,000 spindles, 3% of the U. S. industry, and have set up civic and recreational facilities for employes plus a $10 million memorial hospital. President Herman Cone, surveying a half-dozen vast plants from his office, said, "My own door isn't closed more than three or four times a year, and that's when the wind blows it shut."

But the story of Greensboro, at the northern tip of the Carolina Piedmont, is more than a story of textiles and the Cones. The city is headquarters for Burlington Mills, largest textile organization in the world. The outlying areas are studded with 225 factories making 75 categories of products and employing 25,200 persons—more than double the 1947 figure and triple the level existing prior to World War II.

Nearby is the South's furniture capital, High Point, with 335 plants making 25 types of products and employing 15,500 persons. Such furniture giants as Tomlinson, Globe, Continental and others are centered around High Point, with 6,000 buyers at last January's furniture fair. The exposition building has just been given a 10-story addition. High Point has major textile plants, too.

Greensboro's estimated 1955 population totals 82,000 plus 42,000 in High Point and a total Guilford County figure of 214,000. Greensboro is the retail-wholesale center of an area extending beyond county limits. To the west, Greensboro's trade influence overlaps Forsyth County, where Winston-Salem (88,000 estimated) becomes dominant. Thriving communities dot the winding 27-mile road connecting the cities. A new divided highway, near completion, will tie these twin cities closer than ever.

Many new enterprises are coming into Greensboro, according to Allen Wannamaker, vice president of WBIG. P. Lorillard & Co. (Old Gold cigarettes), is building a $13 million plant, he said. Two steel mills, Wysong & Miles, and Carolina Steel & Iron Co., have appeared. The city has high home ownership rate, a high percentage of middle-class families and a waiting list for Cadillacs.

Gaines Kelley, general manager of WFMY (TV), recalls the city had a small business area two decades ago. "You could park anywhere," he said. "Since then, population has doubled. Hundreds of plants are turning out finished goods. Family buying income, close to $6,000, matches almost any area. The 1960 growth figures predicted at the time of the 1950 census have been passed already." WFMY has just moved into a lavish new suburban plant.

Retail sales increased from $60 million in 1941, in Guilford County, to $263 million in 1953. Three tobacco warehouses are operating though once this business was snubbed out of the city. Broken down, the retail gain was $38 to $184 million in Greensboro, $18 to $57 million in High Point. Diversification has been important. At the Jan. 31 Rotary luncheon in Greensboro two new members from metal industries were admitted, symbolic of the spread of business and industrial activity.

Greensboro is headquarters for one of the nation's insurance giants—Jefferson Standard Life Insurance Co. plus Pilot Life Insurance Co., a subsidiary, and several colleges, including Woman's College of U. of North Carolina (largest of its type in U. S.).

Neighboring Burlington has 13 Burlington Mills plants, an enormous Western Electric unit plus Celanese Corp., Standard hosiery, White and Craftick and many others. With population that doubled to 28,000 in a decade (78,000 in Alamance County), it is keeping up with the forward pace of neighboring cities. The county has an $80 million industrial payroll plus tobacco, dairying, corn, furniture and other income. Reidsville, to the north of Greensboro, is a true tobacco town, with 13,000 population. American Tobacco Co. (Lucky Strike) employs 2,300 and American Supplies (tobacco stemming) another 980.

RALEIGH

THE capital city of North Carolina has four major activities that keep the economy prosperous as well as balanced. These are government, manufacturing, distribution and education. It has, also, a Year 2,000 vintage auditorium of worldwide renown, a sort of "X" cross-bred with an "O" and suspended from cables (see picture page 52).

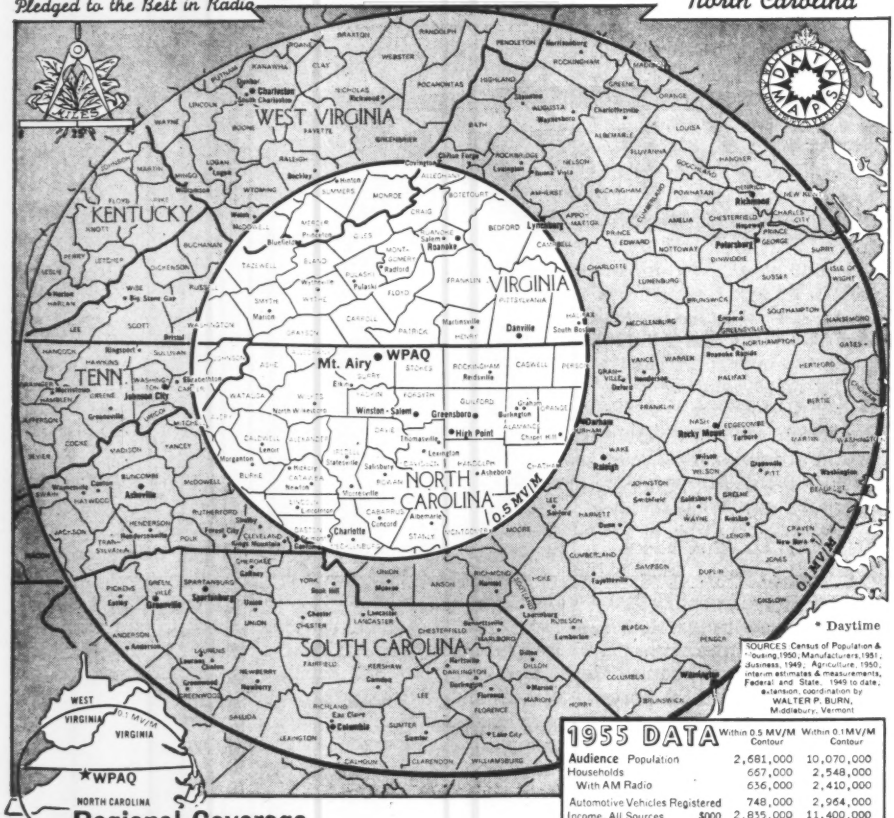
A stable employment quota of 7,000 is needed to keep the state government operating. This is supplemented by another 1,000 federal employes who operate units of the national government. Combined, they provide a steady payroll for this city of 73,000 (65,697 in 1950). Population of Wake County is 148,500 (135,942 in 1950). Including about 1,000 state em-

WPAQ

Pledged to the Best in Radio

10,000 WATTS
Clear Channel 740 KC*

Regional Coverage from
MT. AIRY
North Carolina



* Daytime

SOURCES: Census of Population & Housing, 1950; Manufacturers, 1951; Business, 1949; Agriculture, 1950; interim estimates & measurements, Federal and State. 1949 to date; extension, coordination by WALTER P. BURN, Middlebury, Vermont

1955 DATA

		Within 0.5 MV/M Contour	Within 0.1 MV/M Contour
Audience	Population	2,681,000	10,070,000
	Households	667,000	2,548,000
	With AM Radio	636,000	2,410,000
Automotive Vehicles Registered		748,000	2,964,000
Income, All Sources	$000	2,835,000	11,400,000
Taxable Payrolls	$000	1,215,000	4,570,000
Market	$000 Food Store Sales	401,700	1,670,000
Restaurants, Drinking Places		65,000	296,000
Hotels, Tourist Cabins		18,770	88,400
General Merchandise Stores		240,200	900,000
Apparel Stores		97,400	377,500
Personal Service Shops		64,900	242,000
Hardware & Building Supplies		139,600	527,000
Home Furnishings Stores		111,500	420,000
Repair Services		18,390	68,400
Automotive Sales Outlets		372,000	1,465,000
Gasoline Service Stations		139,200	526,000
Garages, Auto Repair Shops		22,670	93,700
Drug Stores		47,900	205,000
All Other Retail Stores		179,700	754,000
Amusements		17,320	71,300
TOTAL RETAIL SALES		1,792,200	7,140,500
TOTAL SERVICE RECEIPTS		142,050	563,800
WHOLESALE SALES		2,530,000	7,990,000

Farm Market Total Farm Audience Within 0.1 MV/M Contour

Type of Farm	Commercial	Home
Number Operated	311,000	230,800
Population Living on Farms	1,500,000	1,140,000
Occupied Dwellings, 92 %Radio	334,500	234,500
Other Income more than Farm, %	9.3	69.0
Sales of Farm Products $000	1,485,000	87,600
Farm Supplies Purchased $000	333,000	57,400
Gross Income per Farm, $	5,480	1,050

Regional Coverage of U. S. Tobaccoland

More than half of all the tobacco produced in America is grown and cured in range of a clear WPAQ signal. Most of this half-billion dollar crop is manufactured into cigarettes and pipe tobacco in the same area.

Mail Pull Exceeds Signal Range

More than 60% of the population of WPAQ-land is rural, nearly one-third lives on farms, insuring clear reception of its signal at 100 microvolts. Nearly every day, mail from points in North Carolina, Virginia, West Virginia and Tennessee shows that the WPAQ Clear Channel signal *exceeds all claims made for it.*

Large Trading Area

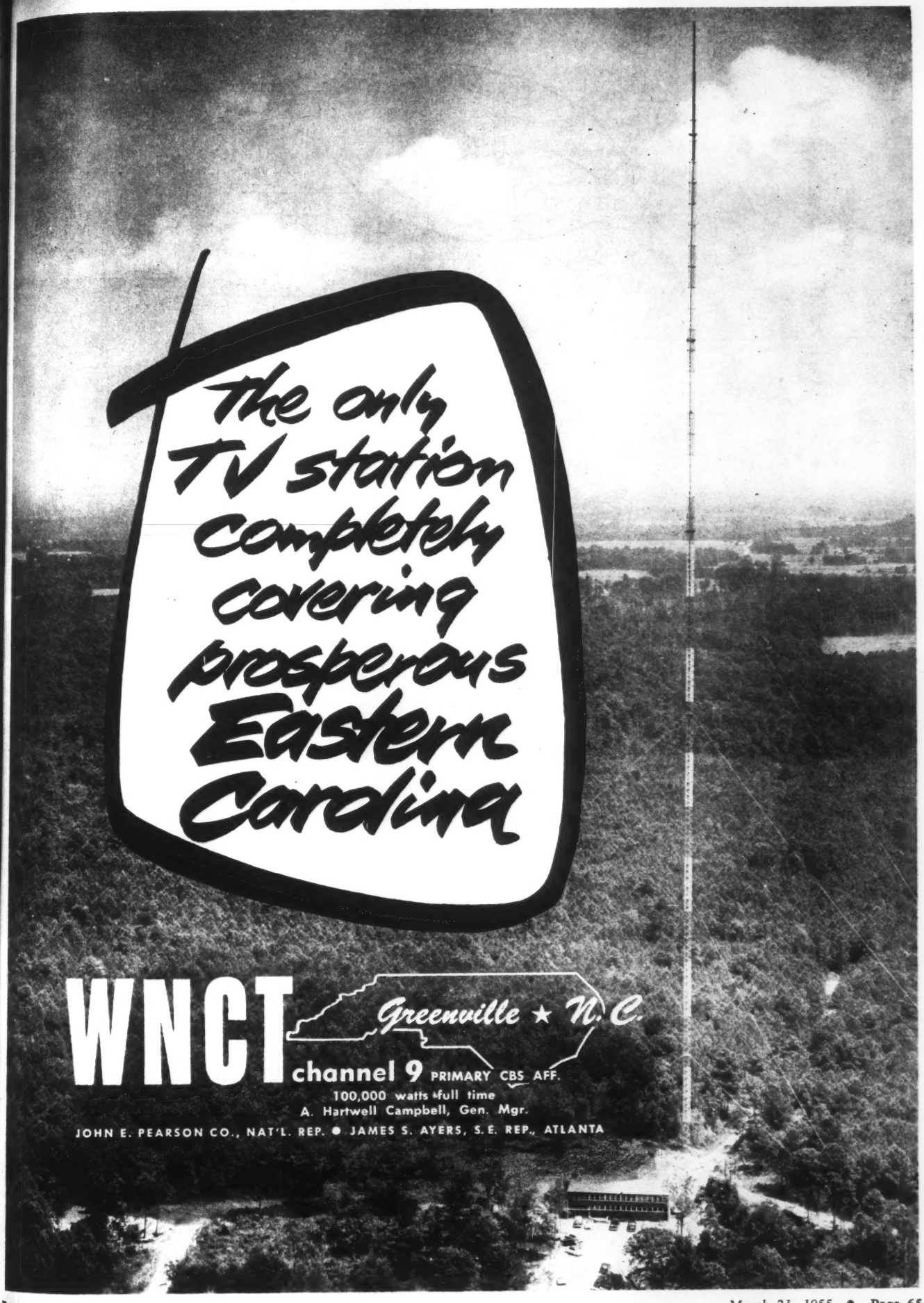
Mt. Airy pulls trade from six counties along the Virginia-North Carolina border, and is the gateway to a prosperous resort area as well. And for the many regional families that trade alternatively in the closely-linked trade centers of its primary area, WPAQ *offers group coverage at a single cost,* with adequate signal for city listening.

Radio Station WPAQ

Ralph D. Epperson, *General Manager* *Telephones:* Mt. Airy 1400 - 1

Regional Coverage from Mt. Airy, N. C.

National Representative: THOMAS F. CLARK CO., INC., NEW YORK, N. Y.


the only TV station completely covering prosperous Eastern Carolina
WNCT
Greenville ★ N. C.
channel 9 PRIMARY CBS AFF.
100,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. ● JAMES S. AYERS, S.E. REP., ATLANTA

SHUCKS 'TWARN'T NUTHIN'

ADVERTEST

just proved what we've known all the time . . .
EASTERN CAROLINA IS TUNED TO THE

TOBACCO NETWORK

After 86,516 telephone calls and
3,397 personal interviews

ADVERTEST Says:

	Share of Audience
TOBACCO NETWORK	**39.2%**
Regional Station A	9.5%
Regional Station B	5.2%
Regional Station C	4.2%
Station D	4.1%
Station E	3.1%
Station F	3.0%
Station G	2.5%
Station H	2.5%
Station I	2.0%
Station J	2.0%
Station K	1.2%
Station L	0.8%
Station M	0.7%
Station N	0.5%
Station O	0.4%
Station P	0.3%

We are pleased to announce
the appointment of

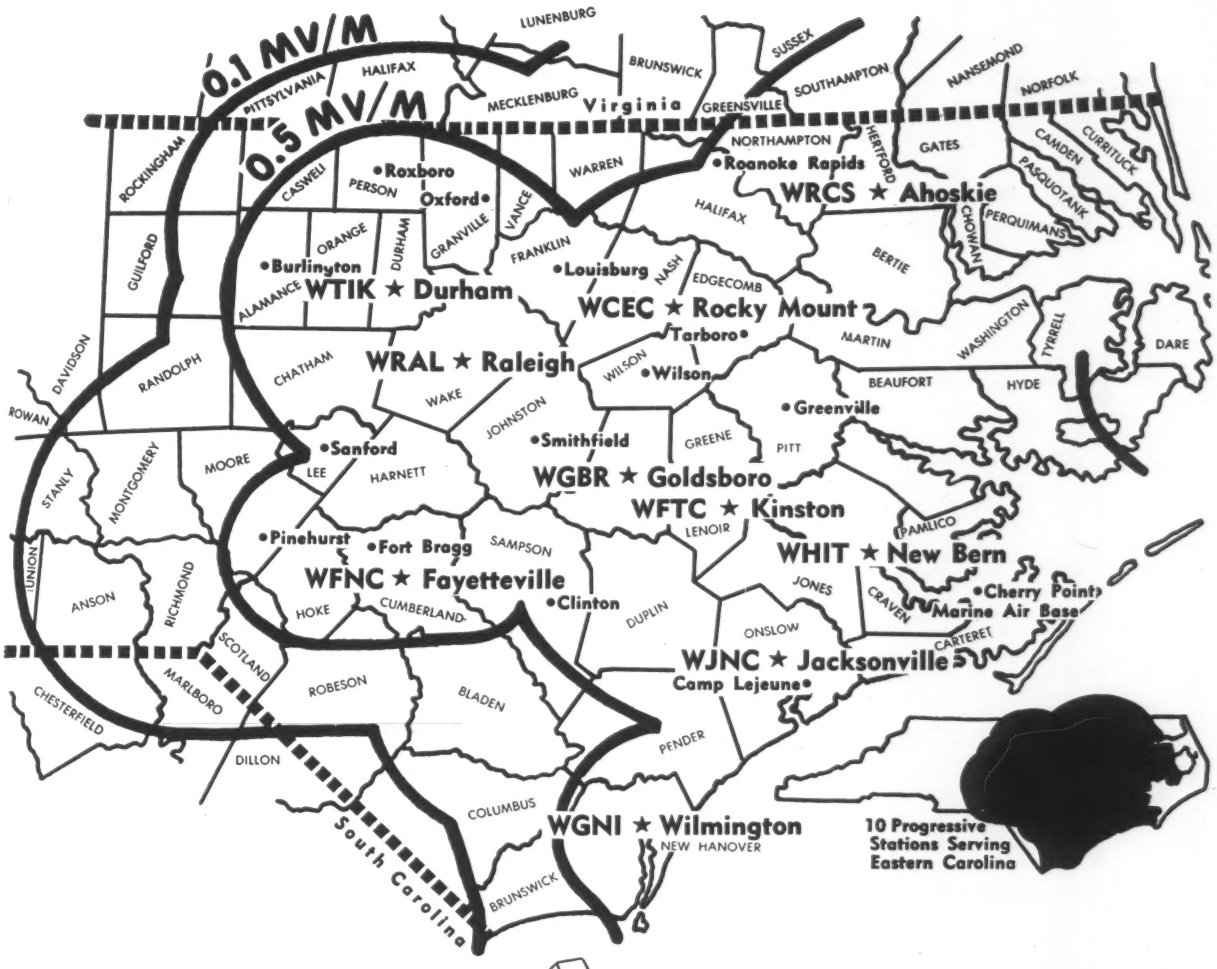
WEED & Co.

as our

National Representatives

New York • Chicago • Detroit
Hollywood • San Francisco • Boston
• Atlanta •

COMPLETE ADVERTEST REPORT
Available now at WEED Offices
or at Tobacco Network offices in Raleigh, N. C.



NOW WE ARE 10!

Two more clear-channel stations—WFTC, KINSTON, and WRCS, AHOSKIE, have just joined the 15-year-old Tobacco Network to swell the TN total to 10.

TN's 10 lively stations gobble up the lion's share of the Eastern Carolina audience (see facing page) because most folks like to listen to their hometown station. And TN stations know how to exploit this fact for the greatest benefit, joy, and pleasure to TN advertisers!

For 15 YEARS, EASTERN CAROLINA HAS TUNED TO TOBACCO NET STATIONS . . . time aplenty to establish good listening habits!

"PROMOTION MIKE"

works for all TN advertisers with courtesy announcements, point of sale material, dealer letters and contacts, newspaper space —or, what would **YOU** like?

WEED & CO.

Representatives

K. C. WILLSON, Exec. V.P. and Gen'l Mgr.
Odd Fellows Building, Raleigh, N. C.

Buy the Package with a Punch

Tobacco Radio Network

TN'S 10: WRAL Raleigh • WCEC Rocky Mount • WFNC Fayetteville • WGBR Goldsboro • WTIK Durham • WHIT New Bern • WJNC Jacksonville • WGNI Wilmington • WFTC Kinston • WRCS Ahoskie

Must Market of the Carolinas!

That's the Tar Heel GOLDEN TRIANGLE . . . formed by Winston-Salem, Greensboro and High Point . . . in a twin-county metropolitan area with 366,900 people . . . that's bigger than Oklahoma City (55th) or Richmond, Va. . . . Center of a $1,028,000,000 24-county trading area (1954 Retail Sales) . . . 1,303,700 persons live in the sphere now covered by WSJS Television's primary signal. . . That's 340,000 families, and a set count of 257,600 as of February 1, 1955. . . These figures total one result . . . WSJS Television is a "Must Buy" to cover the "Must Market" of the Carolinas — the Winston-Salem, Greensboro, High Point Golden Triangle.

THIS SUMMER

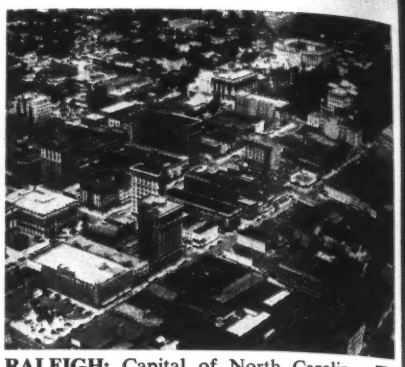
Maximum power — maximum height! 316,000 watts . . . 2,000 feet above average terrain! . . . To double population and television homes covered!

WSJS TV

CH. 12 NBC

WINSTON-SALEM **Greensboro and High Point**

National Representatives: HEADLEY-REED



RALEIGH: Capital of North Carolina. The buildings at upper right house state government offices.

ployes who live outside the city limits, the state government payroll in Wake County totals over $23 million.

Within Raleigh some 6,000 persons are employed in manufacturing and processing, with food products and textiles accounting for a fourth of this figure. The others are scattered among 20 other industries. Around 125 manufacturing plants are located in the immediate area including a far-flung Westinghouse meter factory.

Over 800 retail stores plus 300 wholesale establishments are operating in the area. Retail and service business a year ago was placed at $114 million and wholesaling exceeded $200 million. Raleigh is near the center of the state, a location not lost on those who distribute goods, and it has within a 100-mile radius a third of the population of the two Carolinas and Virginia.

Six colleges, led by North Carolina State, have 9,000 registered students who contribute to the city's economy nine months of the year. Other colleges are Meredith, Shaw and St. Augustine's (Negro), and St. Mary's and Peace, both junior. Within 30 miles are U. of North Carolina at Chapel Hill, Duke at Durham and Wake Forest. The nuclear reactor facility at N. C. State was the first of its type for peacetime development of atomic power and the first owned by a college.

Three insurance companies — Durham Life, State Capital Life and Occidental Life —have their home offices in Raleigh. Durham Life owns WPTF, whose initials are based on the company motto, "We Protect the Family."

Richard H. Mason, president of WPTF, said, "Raleigh is the distributing point for 300 appliances whose sales bring a stream of money to the city." Raleigh is on the Piedmont-Coastal Plain line. "The west side of the city has red clay and the east side has the sandy loam of the plains," he added. R. W. Youngsteadt, WPTF sales manager, said, "People don't know what's happening here. The Carolinas are growing. Eastern Carolina once was farming country. Now industries are moving in every week."

Carolina radio stations—and there are 110 am and 35 fm—are doing well, according to Fred Fletcher, general manager of WRAL. Radio was down a little in 1954, he said, but 1955 is looking better every day. "They're all still in business," he reminded, adding that the state has large numbers of communities under 25,000 population plus a loyal listening audience. "They're buying things," he said, citing

as an example a gain of 39% in washing machine sales last year.

Lester Rose, of the Chamber of Commerce, said Raleigh is in the first 10 U. S. cities in amount of increase in retail sales, more than tripling in 10 years ($35 million in 1943, $114.5 million in 1953). He called the city a shopping center for eastern North Carolina and claimed it has more visitors than any city in the state because of its favorable location for conventions and the six colleges. The colleges in the 30-mile area draw large crowds for major sports events.

Structurally Raleigh is growing in line with economic expansion. The new road to Durham, a half-hour or so away, will tie these cities closer. Building permits have risen from around $2 million before World War II to $14.5 million in 1954. Downtown streets absorb heavy traffic with growing ease as planning is improved, thanks to the forefathers who laid out wide arteries when the city was founded in 1792. Raleigh has a new and large airport plus mainline rail facilities.

WINSTON-SALEM

AS LONG as folks walk a mile or so for the 89.8 billion Camels they smoke in a year, the Reynolds Tobacco Co.'s 11,500 workers in Winston-Salem have an assured income. Winston-Salem also has Hanes underwear and a separate Hanes hosiery mill, plus 300 other industries that rate it the third largest southeastern city in value of manufactures—about $750 million. Wage payments have risen from $14 million in 1939 to $100 million, or $180 million for Forsyth County. Retail sales have quintupled.

Winston-Salem once was a municipal twin, the separate cities consolidating in 1913. It is first cousin to Greensboro, with a new divided road about to shorten the 27-mile drive. Both Winston-Salem and Greensboro claim the trading dollars of High Point and other communities.

After cigarettes and textiles come furniture and electronic products. Western Electric, Burlington Mills, Duplan and many others have big plants, and Wachovia Bank & Trust Co., serving six cities, has Winston-Salem headquarters. Wachovia claims the largest capital and surplus in the Southeast.

Old Salem, settled in 1752 by migrating Pennsylvania Moravians, was solidly built. Eight of the 10 original buildings are still in use and a $3 million restoration project

WINSTON-SALEM: The home of Camel cigarettes. The tall building at upper right is the R. J. Reynolds Tobacco Co. office.

Must Market of the Carolinas!

That's the 15-county WINSTON-SALEM market in the heart of the Piedmont section of North Carolina . . . the rich, growing hub of the new South. In the area covered by the powerful voice of WSJS there are 830,900 people spending over $665,000,000 annually. Here is a stable, able-to-buy market supported the year 'round by a huge concentration of the nation's leading textile, tobacco and furniture plants.

Winston-Salem is a *must* market in the industrial heart of the South's No. 1 State . . . and in Winston-Salem, WSJS is the No. 1 station morning, afternoon and evening.

AM WSJS FM

600KC—5KW

NBC AFFILIATE

National Representatives: HEADLEY-REED

is underway. With the Yadkin River close by, Winston became a tobacco center in 1850. Its chewing "twists" proved popular and R. J. Reynolds joined the tobaccomen of the town after the Civil War, working for his father. The Reynolds plant started making smoking tobacco in 1895 and brought out its market leader, Prince Albert, in 1907. Biggest Reynolds boost came in 1913 when a multi-blend mild cigarette (Camels) was introduced to smokers, replacing the Turkish or single domestic-Turkish types. That ended the premium-coupon cigarette era and boomed sales. New Reynolds types are Cavaliers (king-size) and Winstons (filter-tip). Brown & Williamson is second-ranking producer in the city.

The Reynolds plant, Tanglewood Park and other attractions draw 40,000 visitors a year. Northwest North Carolina Development Assn. is building up the nine-county area crossed by Blue Ridge Parkway and loaded with mountains. Wake Forest College will be transplanted from its long time site 20 miles north of Raleigh to a Winston-Salem site, moving into a $17.5 million plant. The Chamber of Commerce is one of the most active in the Southeast.

McLean Trucking Co. has its home office there and hauls trailers to Mobile to be loaded aboard ships. Harold Essex, executive vice president of WSJS-AM-TV, said, "Airline business is increasing; new factories are being built all around; artistic activity is well advanced and a single unit clears all charity drives; Bowman Gray School of Medicine has pioneered new teaching practices. Winston-Salem is on the march."

WILMINGTON

AS THE largest Carolina port, Wilmington is the outlet for Carolina exports as well as products from a wide area. It is located on Cape Fear River about 30 miles from the ocean, with a 32-ft. channel. With population of more than 50,000 in the built-up area, plus such nearby beaches as Wrightsville and Carolina Beach, the city has many industries in addition to its commerce. Textile, garment, food, fertilizer, oil and paper are important products.

Over two centuries ago Wilmington was the capital of the Carolina colony and was among the first to defy the British stamp act. The Confederacy used Wilmington as its main port during the War Between the States. The city has many historical spots such as the Lord Cornwallis headquarters, churches and famed gardens.

Other Piedmont Cities

The Piedmont is dotted with busy communities such as Salisbury, a 200-year-old city that is center of 100 industries employing 13,000, though city population is around 25,000; Kannapolis, 30,000, headquarters for Cannon Mills; Hickory, 17,000, with hosiery, knitting and furniture mills and GE's transformer plant; Statesville, 18,000, textiles, furniture and dairying; Morganton, 10,000, furniture, other plants; Mount Airy, 8,000, near Blue Ridge Parkway, textile and furniture center and site of "world's largest surface granite quarry" covering 85 acres; Lexington, 15,000, farming and industries.

SOUTH CAROLINA CITIES

ANDERSON

INDUSTRY and agriculture are teaming to pull Anderson, a community of 41,000, to new economic heights. Located half-way between Atlanta and Charlotte, it is called "The Electric City" because it was the first town in the South to have an unlimited supply of hydroelectric power. Since the first cotton mill was started at LaFrance, the city and county have grown steadily—rapidly, however, since World War II.

Value added by Anderson County (91,000 people) manufacturing increased from $11.7 million in 1939 to $213 million in 1953, nearly 1800%. Singer Sewing Machine Co. is making all its new slant-needle models in a plant it curiously dubbed "Poinsett Lumber & Mfg. Co." Owens-Corning Fiberglas has doubled in size in a year. Twenty-three textile plants employ over 100 persons each and industrial payrolls have increased seven-fold. County retail sales rose from $14.2 million in 1938 to $66.4 million in 1953. Population is 79% white.

Value of the county's agriculture output is running 2½ times the figure prior to World War II. Cotton is still important, and peaches as well, but livestock, grain, poultry and truck crops are bringing in new income.

CHARLESTON

FOR MORE decades than its leading citizens care to recall, Charleston stood commercially and industrially stagnant, with more glamor than money. The main economic thrill was to contemplate the dollars spent by wandering tourists who trouped through churches and homes of vast antiquity.

Modern Charleston is looking back on those days, and smiling contentedly as it admires a new economy that originated in World War II when its watersides began to spout the materials of battle and its workers started to spread dollars in the quaint shops. The wartime working force stayed put when fighting ended—for the most part, at least. Proud families, whose ancestors had braved political and travel hardships to settle on this southeastern version of Manhattan Island on the Ashley and Cooper rivers, decided the city must move forward or get lost in the postwar shuffle.

"We realized Charleston had more natural advantages than any southeastern city," said John M. Rivers, president-general manager of WCSC-AM-TV, who took a leading role in the city's postwar program as chairman of the Charleston Development Board of which he still is a member.

What has happened to historic Charleston? A quickly raised fund of $165,000 was used to buy Stark General Hospital from the Army and soon small industries were operating and feeding a railroad spur from their low-cost space. Garments, steel chairs and many other products came out of these frame barracks. Sturgis Posture Chair Co. discovered it could make chairs in Charleston and deliver them on the

West Coast cheaper than from its mid-western plant.

Population has moved across the rivers and northward. Charleston proper is 70,000; the county is around 185,000 population. Industrial employment includes 20,000 jobs led by 8,600 in shipbuilding at the Navy yard plus double that many on duty at the base; 2,000 in textiles (apparel, asbestos); 1,300 in chemical plants; 1,200 in paper mills; 1,350 in lumber and wood preserving, plus others in tobacco and metal industries. The naval population runs upward of 15,000 officers and men.

New industries include Raybestos Manhattan Co. (asbestos-rubber); American Agricultural Chemical, Koppers, West Virginia paper, Manhattan shirt, American Tobacco (world's largest cigar plant employing 1,412).

"Charleston has always had pride and spirit; now it has money and industry, too, including major oil facilities," said J. Drayton Hastie, president of WUSN-AM-TV.

The harbor is thriving. Cotesworth P. Means, port authority chairman, said Charleston, with 4,020,428 tons, led Savannah and Wilmington for the third straight year, with dollar value rising.

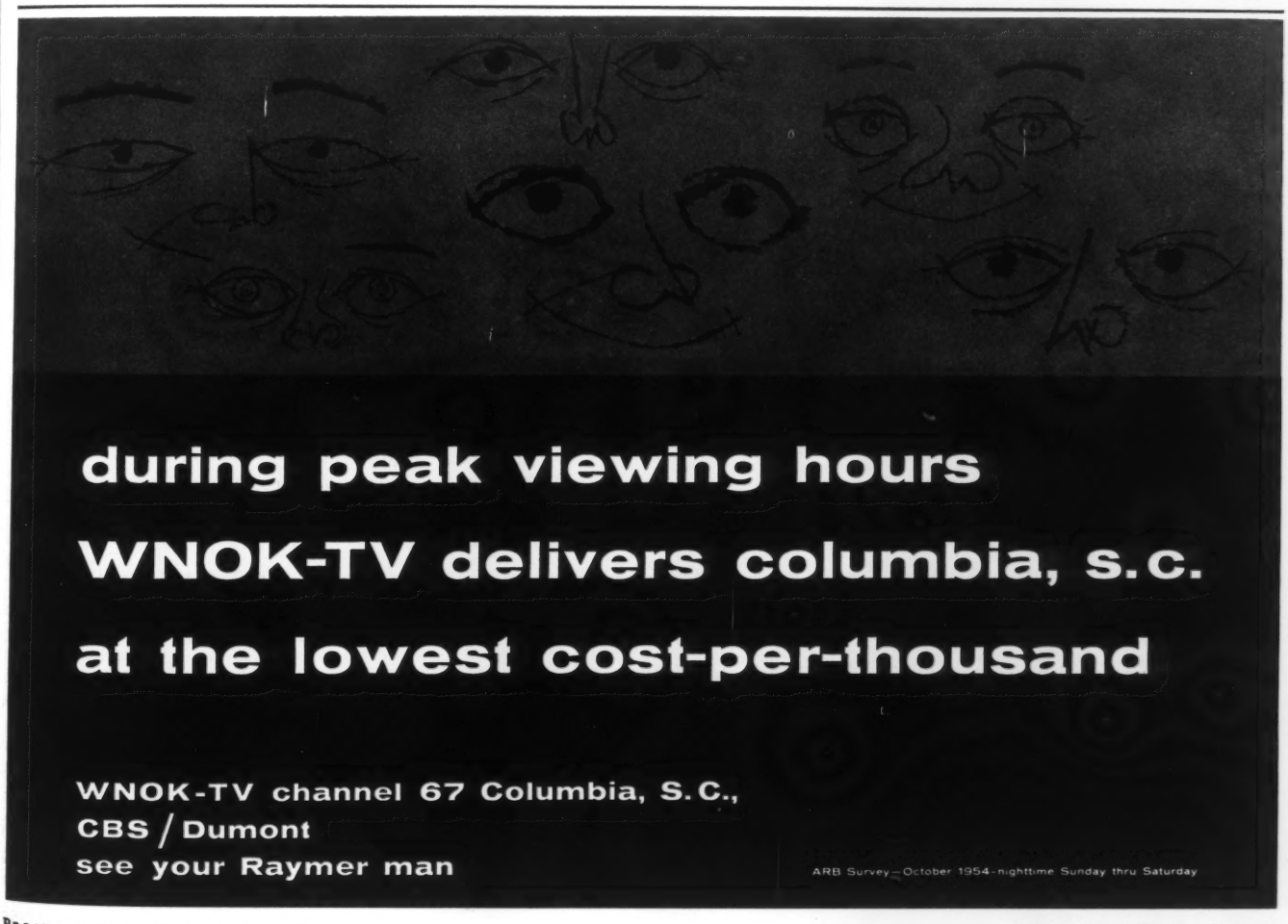
It's thought of the future that gets Charleston excited. The dramatic Bushy Park project, conceived by Chief Engineer Arthur M. Field of the development board, will open up thousands of acres of industrial sites where plants can have tremendous amounts of fresh water, unload their effluence easily and have side-door parking berths for ocean freighters. By spending $4.5 million on dikes and canals, Charleston will have an attraction it believes will open a new era.

CHARLESTON: Its thriving harbor handles 4,020,428 tons of shipping a year.

The city is now a port of entry for wool, with an entirely new industry just starting to develop. Northern textiles are interested because Wellman Combing Co. and Amadee Prouvost & Co. have built $3 million plants within an hour's drive. Already Berkshire Woolen Co., of Pittsfield, Mass., is at Moncks Corner, and Alexander Smith has a nearby carpet mill.

Charleston's business indices have doubled, tripled and quadrupled since 1940. "It's the most dramatic growth of any South Carolina city," said Charles E. Smith, of WTMA, "and we'll soon catch up to Norfolk."

The city is thinking constantly about the future, though occasionally a convivial native will chant, "If the South had won the War Between the States, South Carolina


during peak viewing hours
WNOK-TV delivers columbia, s.c.
at the lowest cost-per-thousand
WNOK-TV channel 67 Columbia, S.C.,
CBS / Dumont
see your Raymer man
ARB Survey—October 1954-nighttime Sunday thru Saturday

would have seceded from the South and Charleston would have seceded from South Carolina." Charleston defies state liquor laws. A thirsty native, or stranger, can stroll into a saloon most anywhere and openly quaff "slightly illegal" liquor in shot glass or tumbler, night or day.

COLUMBIA

THE planners who laid out Columbia's streets 169 years ago decided that such main arteries as Gervais and Senate Streets should be 150 feet wide, a traffic blessing to passing motorists using the city's network of main highways.

The designers ruled, also, that no street should be less than 60 feet wide on the original 650-acre plot designated as the city site by State Sen. John Lewis Gervais, after whom one of the main streets was named.

Present population of Columbia proper has passed 100,000, said G. Richard Shafto, president of WIS-AM-TV, who has watched the state's capital city expand and prosper. Greater Columbia, including West Columbia and Cauce, are near the 140,000 mark, with Richland County having 163,000. Much of Lexington County lies within Columbia's immediate trading area and could logically be added to the metropolitan population.

With 5,000 working in textile mills, Columbia has over half again that many employed in the other diversified industries. Pacific Mills employs 3,000, with a lot of small sewing plants producing finished goods from the heavy yields of textiles in the Carolinas.

The No. 1 industry in Columbia, as in many state capitals, is government—state and federal. This type of employment—6,700 people—is relatively stable, avoiding the ups-and-downs in some seasonal lines. Sixteen insurance companies have their home offices in the city. They, too, run an even employment course. The city is on the main line of the Seaboard Railway, which has just opened what it calls the most modern yards in the world at nearby Hamlet.

Funds totaling $2.5 million were funneled into Columbia from Ft. Jackson in the last fiscal year, according to Maj. Ernest E. Mattox, the post's purchasing and contracting officer.

Columbia's post-war growth has been steady and swift, with bank clearings rising from $363 million in 1948 to $630 million six years later.

"Much of South Carolina's growth is outside the cities," according to Charles A. Batson, WIS-TV general manager.

The city is proud that it pioneered an idea in farm marketing that is being widely emulated. Some years ago it allowed trucks to park on some of its wide streets, trading loads with other trucks. A state commission now operates the project, with vast fleets of trucks swapping produce and heading toward northern markets. WIS carries price quotations at noon and repeats them early the next morning for the benefit of truck drivers who base their planning on the prices. Livestock and tobacco markets are active.

Columbia is located at the confluence at the Broad and Saluda rivers, which form the Congaree at the Columbia fall line. Lake Murray, 40 miles long, is convenient. "Temperature drops below freezing only 12 days a year, on an average," said H. Moody McElveen Jr., general manager of WNOK-AM-TV.

The trading area of Columbia, located in the geographical center of the state, includes such cities within the 50-mile range as Florence, Orangeburg and Sumter. The city's culture facilities include University of South Carolina, opened in 1805. There are five other colleges, including two for Negroes.

Columbia's media have grown with industry and population. The WIS plant is an architectural dream, resembles a mid-city Williamsburg manse.

"Radio is alive in Columbia, with success stories everywhere," according to C. Wallace Martin, president and general manager of WMSC.

"Columbia easily blends the grimy hum of modern industry with the grace of southern hospitality," Mr. Shafto said.

GREENVILLE

LOOKING westward from the high office of Vivian M. Manning, broker, an observer of Greenville's economy will quickly spot a semi-circular pattern of textile mills and their ever-present water towers. "I guess you understand why we say Greenville is the 'Textile Center of the South,'" Mr. Manning observed as he pointed to the Monaghan Mills where he went to work in 1909.

Son of Richard F. Manning, once Governor of South Carolina, he has watched the textile industry grow and grow in the

No other Radio Station serves South Carolina like this

WIS is South Carolina's leading radio station. It is 5,000 watts at 560 K.C. Of the 150,620 daytime families credited to WIS in 29 of South Carolina's 46 counties, a total of 84,800 families—or 57%—tune to "South Carolina's Most Powerful Voice" six or seven days weekly! (Nielsen, April 1953)

Population	1,037,300
Total Homes	240,800
Radio Homes	235,190
E. B. I.	915,783,000
Retail Sales	665,781,000
Food	160,736,000
General Mdse.	81,103,000
Furn., Hh., Radio	36,177,000
Automotive	161,768,000
Drug	17,937,000

Sales Management, May 10, 1954; Nielsen, April 1953.

Sell the most people for the least cost via WIS Radio . . . lowest cost per family reached of all media in the area!

WIS
RADIO
5000 W
560 KC
NBC
COLUMBIA, S. C.

Affiliated with
Broadcasting Company of the South

G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

Represented nationally by Free & Peters

last 4½ decades. He recalled that 16 mills were woven into Parker Cotton Mills Co. before World War I, but failed because "they were long on 68,000 bales," which is a lot of bales to be long on when the economy is upset. Seven mills were sold and became Pacific Mills. The remaining nine became Victor-Monaghan Co. Around Greenville are such famous mills as Cone, J. P. Stevens & Co., Abney, Deering-Milliken and Woodside. Woodside alone has 97,000 spindles.

Greenville is within about a half-hour's driving distance of two substantial cities—Anderson and Spartanburg. The intervening areas are closely built and have strong commercial ties. Pleased at the "Metropolitan Area" tag hung on it in 1950 by the U. S. Census Bureau, with a county population of 168,152, Greenville now claims 180,000 and with little urging will hint at an approaching 200,000.

The metropolis is located on the Southern Railway's Piedmont "Main Street," and has three other rail lines. Highway and air transport join in feeding the huge crops of cotton and synthetic textiles and garments to the world. Greenville County's economy is now diversified, with textiles 69% of industrial output, down 7% in four years.

B. T. Whitmire, general manager of WFBC-TV, better known as "Bevo," describes the area within 65 miles as 38th in the United States (1,324,000 population in 1950), with retail sales of $898 million and buying power of $1.7 billion.

Greenville's Paris Mountain

Located in the apex of triangular South Carolina, Greenville has typical Piedmont climate plus a 2,200-foot hill, Paris Mountain, 4½ miles away. With a 1,200-foot elevation over the city, Paris Mountain offers an antenna site for WFBC-TV and a proposed site for WSPA-TV Spartanburg. The latter site is embroiled in lengthy litigation.

Greenville's growth is shown by its bank debits ($150 million in 1931, $1.5 billion in 1953), and postal receipts ($220,000 in 1931, $1.3 million in 1953). It claims to be first in South Carolina in total payrolls, retail sales, value of manufactured production and vehicle registration. John Y. Davenport, assistant general manager of WESC, said the city is the most promising area between Charlotte and Atlanta. Local boosters confidently predict the city will pass Charlotte one of these years, if present trends continue, and claim state leadership in retail sales, manufactures, vehicle registration and other barometers. The three-county population is well over 400,000.

In the area are three colleges—Furman, Clemson and Bob Jones U. ("The World's Most Unusual University"). Dr. Bob Jones Sr. was induced a few years ago to move his institution from Knoxville. The group of modern, cream-hued structures, built at a cost of $12 million, houses 3,000 earnest students who follow the strict behavior tenets of the founder and pursue missionary activities outside school hours. On the campus is the university's commercial radio station, WMUU. "We never broadcast jazz," Dr. Jones told B•T as he displayed with obvious pride the collection of beautiful buildings. Some of WMUU's religious programs are carried by other Carolina stations.

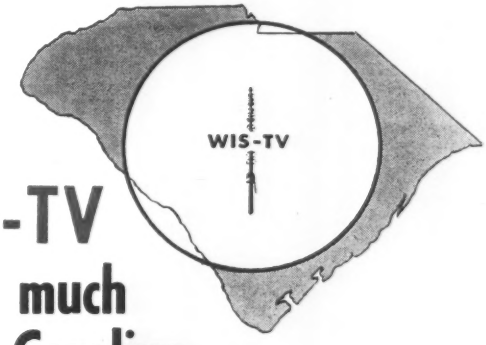
Diversified Greenville, which was born in 1797 as Pleasantburg, is promotion-minded and will never yield, willingly, its cherished label, "The Textile Center of the South," nor the more recent "Industrial Capital of South Carolina." Famed Daniel Construction Co., headquartered in Greenville, has erected many of the South's multi-million dollar plants.

SPARTANBURG

SPARTANBURG'S name owes its origin to the stubborn fighting powers of the Spartan Rifles, a Colonial unit that defeated a powerful British force in the Revolutionary War.

The city's economy owes its expansion to a planned mixture of industry and agriculture, accounting for what Tom Q. McGee, president of the famed Aug. W. Smith department store, called "the biggest Christmas we ever had despite a brutal summer drought." Mr. McGee's store bolted into national prominence last autumn when he found sales going upward after cutting deep into his newspaper advertising budget and transferring a good chunk of the money to radio [B•T, Oct. 18, 1954].

Surrounded by spindles and looms, plus finishing and sewing plants, Spartanburg has what Walter Brown, president of WSPA, called "a complete and well-rounded textile industry." Scarcely a decade ago the area abounded in spindles and looms but the finishing processes provided employment in other areas. The city currently has two plants manufacturing textile machinery and the textile payroll in the Greater Spartanburg area provides 20,000 employes with a



Only WIS-TV covers so much of South Carolina

•EBI up 25% in WIS-TV land in just 2 years.

•WIS-TV power up 2½ times now 269,000 watts.

•NBC and DuMont affiliate

•Central South Carolina's only VHF station.

Centered Carolina Coverage fits natural distribution patterns!

Affiliated with Broadcasting Company of the South

WIS-TV CHANNEL 10 COLUMBIA, SOUTH CAROLINA

President—G. Richard Shafto
Managing Director—Charles A. Batson

Represented nationally by Free & Peters

SPURRED for ACTION

The Carolina Gamecock is noted for his ability to wield his spurs with maximum effect. WSPA is noted for the sharpness and penetration of its radio spurs which have made it the most listened to station in South Carolina.

WSPA is now celebrating its 25th year of service to the Carolina Piedmont (Spartanburg-Greenville) area.

WSPA's COVERAGE IS TOPS!

In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was *way out front* in all 280 segments!

IN FACT:

From 6:00 AM to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 PM
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 PM to 8:00 PM
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total
Retail Sales $858,353,000.00
Population 1,194,900

**Sales Management Survey of Buying Power 1954*

Represented by

GEORGE P. HOLLINGBERY CO.

First CBS Radio Station For The Spartanburg-Greenville Market

Walter J. Brown, *President*
Roger A. Shaffer, *Manager*
Ross Holmes, *Sales Manager*

WSPA

5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

ELECTRONICS-ELECTRICAL INDUSTRY

THE NIMBLE DIGITS of Carolinians, who for centuries have made handicraft products in dwellings built with their own hands, have been turned to one of man's newest mechanical arts—electronics.

In less than a decade a whole new industry has developed in the Carolinas, ranging from the rugged mountains in the West to the Coastal Plains. With its industrial cousin, electrical equipment, the investment in 42 major Carolina plants since 1946 exceeds $75 million. Last year's output was valued at about $200 million and it's still just the beginning.

One of many types of manufacturing plants that are dotting the state, these electronic-electrical enterprises have grown from a total employment of 50 in 1939 to around 30,000 at the beginning of 1955. That's about 600 times as many jobs and they're high-income jobs. "Last year alone 11 new electrical and electronics plants were built or blueprinted for North Carolina—as many plants as the entire state had in 1947," Charles Parker, director of the N. C. Dept. of Conservation & Development news bureau, told B•T.

General Electric Co. has just broken ground for the "Outdoor Lighting Capital of the World" a few miles from Hendersonville, located in the western end of the state near Asheville. A raw farm site along Highway 176 will start within a year or so to turn out street lamps, airport gear, floodlights for ball parks and related items. The plant will get rolling with a force of 600 and a payroll of more than $2 million. The story is being repeated near Hickory, between Asheville and Winston-Salem. Here GE is centering construction of transformers in a new $20 million plant. Other GE plants include: Goldsboro, parts for radio tubes and lamps; Asheboro, electric blankets and heating pads; Charlotte, service shop.

At Raleigh, Westinghouse is operating a $15 million plant with 2,500 employes for production of electric meters. It turns out carbon and graphite parts at Charlotte.

The 11 plants operating in 1947 employed some 5,000 persons with a payroll around $14 million. As of 1955 the electrical-electronics payroll is around the $60 million mark and it's increasing. Production will get underway this year at Charlotte's huge Nike plant, originally an Army ordnance depot, and now being converted at a cost of $16 million. Here Carolinians will assemble the sensitive circuits that will guide 20-foot Nike missiles to enemy targets. Warheads will be added elsewhere but the basic units for the Nike assemblies will be put together by Carolina hands. The plant program is flexible in view of the frequent Nike model changes.

Manufactured in the Carolina plants are such items as radio tubes, transistors, capacitors, electrodes, air conditioning, all types of components and electric blankets, and of course, a lot of military gear in the secret apparatus category. Major companies, besides those mentioned, are Western Electric, Union Carbide & Carbon, Cornell-Dubilier, International Resistance and Sprague Electric.

Western Electric has a number of major plants—electronics gear at Winston-Salem, communication equipment for the armed forces at Burlington (3,400 employes at this plant alone), and classified items at Greensboro. Other plants around the Carolinas include a Westinghouse micarta plant at Hampton, S. C.; International Resistance at Asheville and Boone, electronic parts; Pyramid Electric at Gastonia, condensers; Superior Cable at Hickory.

A new entry, Kearfott Co. of Little Falls, N. J., is building an electronics plant near Black Mountain, N. C. It will employ 275 persons, with an annual payroll over $600,000.

payroll approaching $60 million.

Three decades ago Spartanburg relied entirely on a cotton-textile economy. A drought or quiet period in the mills could cripple the region. True diversification began in 1921 when the first peach tree was planted after the boll weevil had raised havoc in the cotton fields. Now the city ships more than 4,000 cars of fresh peaches, worth $5 million, every summer, and it defies any area to top that total or dispute its label, "The Fresh Peach Capital of the World."

Cotton's dominance has dwindled and now it provides just 37% of the farm income compared to 66% in the 20s. Similarly, Spartanburg once got its milk from Tennessee. In a decade a major livestock and dairy industry has been developed and Spartanburg now ships out beef and milk. A rail and highway center, Spartanburg is crossed by the Southern Railway's east-west and north-south main lines and naturally has large railway car shops.

Two of five people around the city are employed in the 42 mills. Spartanburg County per-family income is placed at $5,236 by the Chamber of Commerce compared to a national average of $5,086. The trading area laps into North Carolina, according to Roger Shaffer, general manager of WSPA.

In the old three-mile city limit the population is 37,000, said Paul von Hagel, general manager of WORD. Doubling of the municipal radius would add another 68,000 people. These are 1950 Census figures, he said, and 1955 data is expected to show a county population of more than 150,000.

Much of the growth is following new highways, particularly the divided ribbons that tie Spartanburg with Greenville, less than 30 miles away.

Spartanburg County's crops include several types of fruits and vegetables. New industries include lumber, with the Taylor-Colquitt plant operating the largest pole yard in the world for the peeling, de-resining and creosoting of tall poles and crossties.

UPCOMING SOON: Another B•T analysis of an expanding southern market.

(Trade Assns. continues from page 50)

NARTB's highest honor, by President Harold E. Fellows.

Engineering sessions will be held on Wednesday and Thursday, with a reception at 6:30 p.m. Wednesday.

Among subjects to be discussed by engineers are:

Radio—automatic operation of program devices, by A. H. Lind, RCA, and Phil Smaller, Amtex Corp.; remote control of stations, both directional and high power, by A. Prose Walker, NARTB Engineering Dept. manager; potential technical economies in transmitter design; current FCC proposals involving engineering; and a talk, "The Engineer—The Builder," by Everett S. Lee, editor, *General Electric Review*.

Television—boosters and satellites, by Dr. George Brown, RCA, Ben Adler, Adler Communication Labs, and Gene Overmeir, Sylvania; proof of performance measurements, by Richard Blackburn, technical director, WHEC-TV Rochester, N. Y.; network transmission problems in black and white and color, by an AT&T representative; operational economies to be derived in programming; microwave systems.

Co-chairmen of the Convention Committee at last week's meeting were Henry B. Clay, KWKH Shreveport, La., and Clair R. McCollough, WGAL-TV Lancaster, Pa. Committee members were joined by NARTB staff officials.

Ad Council Meets In Washington Today

TWO-DAY meeting of The Advertising Council will get underway today (Monday) at the Hotel Statler, Washington.

Highlight of the session will be an address scheduled to be delivered tonight at the council's 11th annual dinner by Gen. Alfred M. Gruenther, supreme allied commander in Europe, who will speak on "The Defense of the West—A Progress Report."

Officers and directors of the council will hold their annual election at a meeting this afternoon presided over by Stuart Peabody, the council's board chairman and assistant vice president of the Borden Co. Tomorrow morning and afternoon sessions will be devoted to closed sessions attended by some 200 officials and council committee members. President Eisenhower and several cabinet members will meet with the group.

NCAA TO ALLOW REGIONAL GRID TV

New national-regional plan calls for eight national dates and five kept open for teams' own use. Regional tv advocates call it step in right direction.

IN AN APPARENT concession to critics of its so-called "limited" television program, the National Collegiate Athletic Assn. last week unveiled its 1955 tv college football plan calling for eight national telecasts and establishing five dates on which teams may telecast games within their own NCAA districts [B•T, March 14].

The regional-national plan was mailed to NCAA college members last Monday for approval before midnight today (Monday). It is believed that adoption of the plan is automatic, particularly in view of the vote in its favor made by the Big Ten conference last week. The Big Ten had been the most outspoken opponent of NCAA's "restricted" tv programs of recent years, and, along with the Pacific Coast Conference, had supported a program of strictly regional tv.

Television network executives were studying the plan carefully in preparation for a meeting with the NCAA Television Committee in New York this Friday and Saturday, at which times bids may be submitted by networks, agencies and sponsors. It is reported to be the feeling of some networks that various clauses in the plan tend to mitigate network sponsor interest because of provisions permitting local telecasts simultaneously with the national program under certain conditions.

The plan is regarded as a compromise between regional tv and the 13 weeks of national "games of the week" showings last year. It calls for eight national dates during the 1955 season—Sept. 17, Oct. 1, Nov. 24 and 26 and Dec. 3, plus three additional Saturday dates between Sept. 17 and Nov. 24—on which one network will carry one game only in each tv market area. On the remaining five Saturday dates, the regional formula applies, with member colleges permitted to make their own telecasting arrangements within their NCAA dis-

NEW OFFICERS of New Mexico Broadcasters Assn. [B•T, March 14] are congratulated by Merle H. Tucker (l), KGAK Gallup, outgoing president. L to r: James H. Duncan, KSIL Silver City, board member; W. Lloyd Hawkins, KTNM Tucumcari, president; Wayne Phelps, KALG Alamagordo, vice pres., and C. O. Kendrick, KICA Clovis, on board.

it's KLING again

And the proof is in the repeat business for

LEO BURNETT
CAMPBELL-EWALD
J. WALTER THOMPSON
McCANN-ERICKSON
FOOTE, CONE & BELDING
MAXON
RUTHRAUFF & RYAN
D'ARCY
CAMPBELL-MITHUN

It's Kling again—scoring first in the nation. Kling cited with two out of three top awards—in economy, speed and quality—in a recent national trade magazine poll.

Ready to serve you with top quality, top creative talent, experienced technicians and the nation's finest facilities.

KLING Film Productions

CHICAGO
1058 W. Washington
SEeley 8-4181

HOLLYWOOD
1416 N. LaBrea
HOllywood 3-2141

This Spring nd Reach ALL the ad

"Out-of-Home" Listeners in the Cincinnati Market Area Tune to WCKY *PREDOMINANTLY.*

Summer "Out-of-Home" Share of Audience*
Monday thru Friday

6 am-12 noon; 12 noon-6 pm.

WCKY	**25%**	**28%**
Net Sta. A (250 watts)	20%	18%
Net Sta. B (5m/1m watts)	16%	11%
Net Sta. C (50,000 watts)	6%	8%
Net Sta. D (5000 watts)	11%	12%
Av. Tune-in	4%	4.5%

AND FOR THE WEEK-END

Saturday

WCKY	**36%**	**31%**
Sta. A	20%	28%
Sta. B	12%	8%
Sta. C	5%	7%
Sta. D	5%	6%
Av. Tune-In	2.9%	4.4%

Sunday

WCKY	**46%**	**18%**
Sta. A	12%	45%
Sta. B	9%	9%
Sta. C	5%	3%
Sta. D	6%	11%
Av. tune-in	1.3%	3.9%

* Summer '54 "Out-of-home" Pulse

WCKY . . . ON THE AIR EVERYWHERE ● TWE

...nd Summer
...adio Audience

Combine this DOMINANT "out-of-home" audience with WCKY'S leading "in-home" listening. . . .

Average "in-home" Share of Audience**
6 am-6 pm

	Mon. thru Fri.	Sat.	Sun.
WCKY	20.5%	21%	22.5%

. . . . and you've GOT the Cincinnati area radio audience . . . a productive, *buying* market of 302,630 homes, PLUS the large bonus audience of 50,000 watts.

This Spring and Summer Reach ALL the Radio Audience

Buy WCKY

**July-Aug. '54 Pulse

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

...Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

TAKE OFF
FOR SALES IN BUFFALO

WGR-TV with its prime coverage of over 447,938 TV homes plus its bonus of 407,619 homes in Canada is the natural starting point for selling this rich market.

"An exceptionally well-balanced market . . . a top test market" is how Sales Management labels Buffalo-Niagara Falls.

The unusually favorable reception of WGR-TV's programs offers a speedy means of selling this market. WGR-TV consistently leads, airing nine of the top 15 shows. (Pulse)

when you jump into Buffalo use . . .

WGR-TV

CHANNEL 2 BUFFALO

NBC BASIC

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

trict, subject only to appearance restrictions.

The plan proposes to continue the restriction that no team may appear on a national network more than once, but the team may also appear on one intra-district telecast. If a team does not appear on one of the national dates, it may appear twice within its NCAA district.

Other salient features of the plan are: (1) sell-out games may be telecast in the home tv areas of the home and visiting teams (and also the area of the game if it is played off-campus), provided no damage is done to other collegiate games; (2) a team playing more than 400 miles away from home may telecast the game back to its home tv market area, provided there is no conflict with other games in the area; (3) smaller institutions (approximately 310 of the NCAA's institutional members) are exempt from all tv limitations; (4) a telecast not carried in the home district of one of the televised teams shall not count as an appearance against that team, this exception being granted once.

Particular concern by tv networks is said to be directed against the clauses providing for sell-out games to be telecast in the home tv areas of the home and visiting teams, and for games to be telecast when a team is playing 400 miles away. Their reasoning is that the national game would attract fewer viewers under these circumstances because football is a game that has strong local interest and the local community will view the local team game unless the network contest is one with a "strong favorite" like Notre Dame.

RAB Releases Results On Radio Advertising Tests

A RADIO commercial jingle in Houston advertised a Los Angeles retail men's clothing store last November. And a commercial jingle in San Diego, which never has used coal for fuel, was heard 52 times in two weeks extolling the superiority of blue coal over all other types. The two commercials were related as part of Radio Advertising Bureau's research project to test penetration and memorability of advertising [AT DEADLINE, Jan. 10]. These were the first two investigations covering nighttime radio in tv markets. This spring other tests will be held in Minneapolis and Jacksonville, Fla.

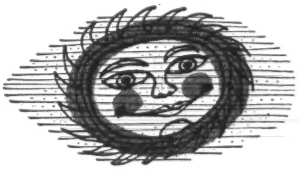
Last week, RAB was sending out a folder to agencies and advertisers presenting the results of the Houston test under the title, "In Houston, They'd Never Heard of Jim Clinton." Jim Clinton is the clothing retailer in Los Angeles who does not have a store within 800 miles of Houston. KPRC Houston aired 20 one-minute announcements during a single week. In about a week, RAB will send out another folder describing its San Diego test.

In the latter, KFMB there ran two "flights" of 26 announcements each. Four days later, Pulse Inc. checked San Diegans at random but skipped those who were from the East where blue coal is known. Result: 11% of the people had heard and retained elements of the ad even though four days had passed.

In Houston, J. Norman Nelson, RAB director of national promotion, notes that several days after the announcement campaign had ended, Pulse found 12% of the men and women could identify Jim Clinton. Thus, he said: "For less than the cost of a half-page advertisement in a Houston paper, we had created a lasting impression on one-eighth of the total population." Mr. Nelson feels this goes to show "you can influence a sizeable amount of any market in a way that they will remember it for many weeks by the use of evening announcement radio no matter how much tv and newspapers compete for attention."

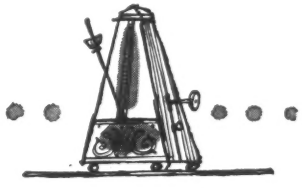
NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

A "primer" of GOOD NUTRITION



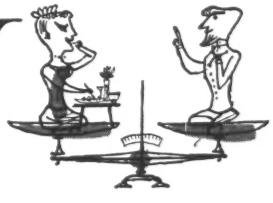
B is for breakfast

A well-balanced breakfast is needed every day, even if one is overweight. After going without food for 12 hours or longer, a hearty breakfast is required to renew energy and sustain efficiency. Have a breakfast of foods that provide both proteins and calories.



R is for regulator foods

Vital body processes, such as the regular beating of the heart and proper functioning of the thyroid gland, depend upon foods that supply essential vitamins and minerals. A proper diet provides all the vitamins and minerals necessary to keep body organs working properly.

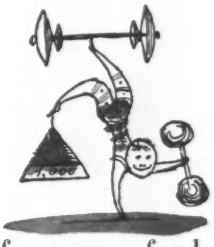


W is for weight control

It is best always to eat just enough of the right foods to keep your weight at the level which the doctor recommends. If one tends to put on excess pounds, it is wise to cut down on weight-producing foods.

V is for variety

Variety is the most important factor in good nutrition. No single food has any "magic powers" healthwise. So, for good nutrition and good health, select daily meals from a wide variety of vegetables, fruits, milk, meats and cereals. Good nutrition also helps control weight.



E is for energy foods

Energy for work, play and all other activities comes from carbohydrates. To make the best use of these foods, proteins, vitamins and minerals are also necessary. Energy foods are especially needed for growing, active children and adults who do heavy labor.

P is for protective foods

The most important of these are the proteins. High-quality proteins come from milk, cheeses, meats, fish, fowl and eggs and supply many essential substances for the upkeep and repair of bones, blood, skin and other parts of the body.

COPYRIGHT 1955—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

GET

the strongest possible signal...

REACH

maximum power of 316 kw

NOW G.E. OFFERS 2 VHF POWER PACKAGES

For VHF TV channels 7 through 13 G.E., and G.E. alone, offers not one, but two ways, to reach the maximum allocated power—316 KW Effective Radiated Power. Additional power sells your station to more advertisers. To them, power denotes saturated coverage close-in and far out, better pictures, and a larger viewing audience. Which of the two ways is best for you? We think your engineering consultant can offer the best advice. But first, let's check the merits of each package...

COMPLETE TELEVISION EQUIPMENT FOR VHF and UHF for Black & White plus Color TV

TRANSMITTERS powered from 100 watts to 100 kilowatts.

ANTENNAS to fit every gain and pattern requirement—helical and batwing types.

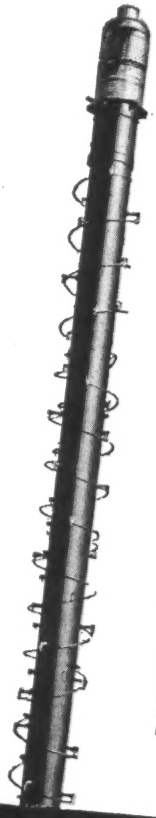
STUDIO EQUIPMENT for complete audio and video facilities.

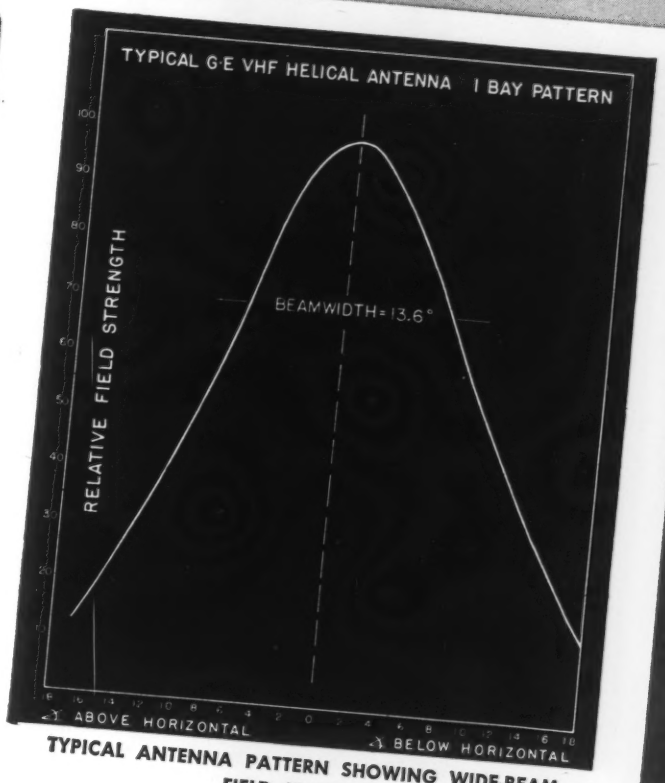
PORTABLE EQUIPMENT to handle all remote services.

1 HELIPOWER PACKAGE

Use a 100-KW transmitter with the simple 1-bay helical antenna giving you a gain of 4.

This package gets better TV coverage by combining a *high power* transmitter with a *moderate-gain* antenna. In big city locations it blankets the surrounding terrain with a powerful shadowless signal. In hilly or mountainous terrains this same combination fills in valleys most effectively. Consider the advantages of G.E.'s helical antenna. Simplified design. No complex feed system of transmission lines (there are only three feed points)! No diplexer. Distinctly capable of easily handling high power input. Designed to withstand severe wind loading...even winds up to 112 miles per hour!





TYPICAL ANTENNA PATTERN SHOWING WIDE-BEAM FIELD STRENGTH

∡ MEANS ANGLE

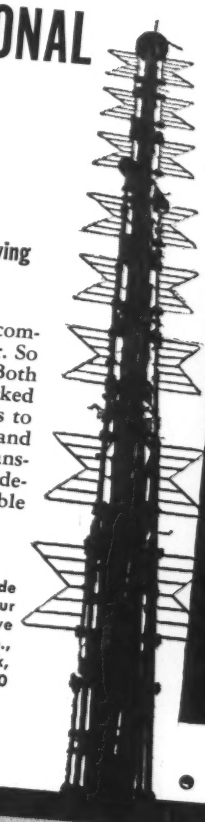
2 CONVENTIONAL POWER PACKAGE

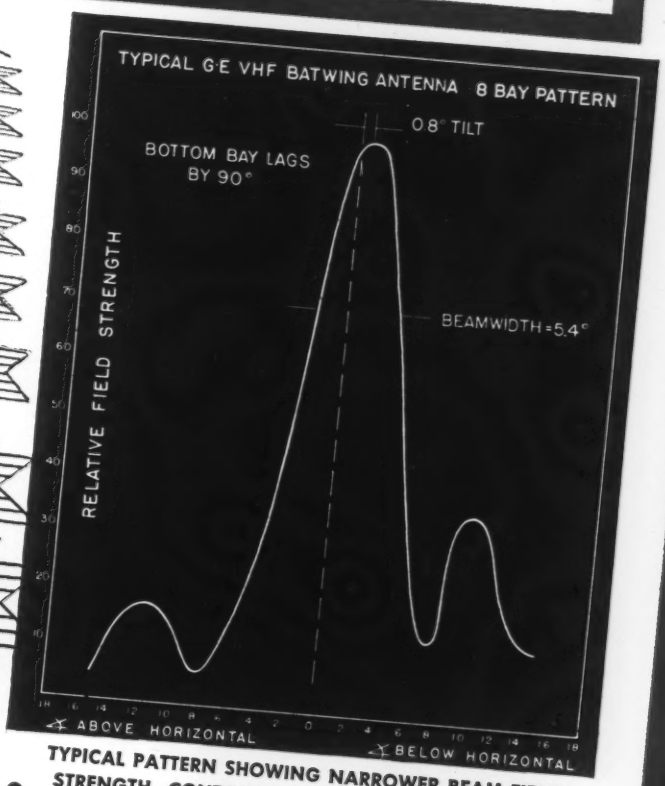
Use a 50-KW transmitter with an 8-bay batwing antenna giving a 7.8 gain.

The 50-KW amplifier in this transmitter combination can be driven with a 5-KW exciter. So you save on power costs year after year. Both antenna and transmitter are carefully checked and inspected at the factory. When it comes to installation, General Electric saves time and money with its simplified block-building transmitter design. The new amplifier units are designed for ready coordination with any suitable exciter unit regardless of make!

* * *

Set an appointment with your engineers and outside consultant to appraise the value of G-E power for your station. Call the local G-E Broadcast Sales Representative for additional details. Or, write: General Electric Co., Broadcast Equipment, Section X235-21, Electronics Park, Syracuse, N. Y. In Canada, write: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.





TYPICAL PATTERN SHOWING NARROWER BEAM FIELD STRENGTH, CONTOURED FOR CLOSE-IN COVERAGE

Progress Is Our Most Important Product

GENERAL ELECTRIC

gone up to high power...

50 KW

WLVA-TV*

for maximum coverage, superb performance over the entire market area...

*Lynchburg Virginia

DUMONT®

TELEVISION TRANSMITTER DEPT., ALLEN B. DUMONT LABORATORIES INC., CLIFTON, N. J.

KNODE TO PETRY; NBC NAMES MERCER

THOMAS E. KNODE, NBC director of stations relations, resigned last week to become vice president and general manager of tv for Edward Petry Co., station representation firm.

Donald J. Mercer, a veteran of 21 years with NBC and RCA Recorded Program Services Dept., was promoted to succeed him. Both moves are effective April 1.

News of Mr. Knode's decision was conveyed to NBC affiliates in a joint message by Sylvester L. (Pat) Weaver, president, and Executive Vice President Robert W. Sarnoff, who said it was a "source of genuine regret." The company's

MR. KNODE MR. MERCER

loss, they added, was tempered by the knowledge that Mr. Knode had received an offer promising "unusual benefits" to himself and his family.

Mr. Knode himself sent a message to the stations telling them that his decision had been difficult.

"I look forward with much pleasure and anticipation to my new association with the Edward Petry Co., where I believe the experience I have gained in my long association with NBC will enable me to make an effective contribution to the company and to the broadcasting business in another phase of its operation", Mr. Knode said.

Announcing Mr. Mercer's appointment as stations relations director, Mr. Bannister said, "we are particularly happy and proud to be able to fill this important post with an experienced executive from within our own ranks and moreover a veteran in the business.

WMBD's Watson Dies

R. BROOKS WATSON, 52, director of news and public affairs for WMBD Peoria, Ill., died suddenly last Thursday night of a heart seizure. He collapsed en route to the station from police headquarters, where he had been gathering news. Mr. Watson, with WMBD for nearly 20 years, served as a lieutenant colonel during World War II.

KSCO Gets 1-Day Delivery

KSCO Santa Cruz, Calif., its broadcast gear gutted by fire, ordered a 1 kw am transmitter and audio equipment from RCA and received delivery within 24 hours, RCA has reported. The equipment was air-shipped from Camden, N. J., with the crystal pre-tuned.

KCRG-TV Sets Expansion

KCRG-TV Cedar Rapids, Iowa, has completed plans for the station's new tower and expects to boost power to full 316 kw this spring. Tower construction is expected to start shortly about five miles north of the city. Specifications for the tower transmission lines have been checked. The structure will be 1,085 ft. high.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"A cop has been killed...

I'm after it and will call you back."

Case History No. 6

It was a slow Sunday afternoon in Kansas City.

At KCKN, Newscaster Bob Courtney was munching a late lunch. At KPRS, News Director Dave Butler was readying his next newscast. At KCMO, Newscaster Bill McReynolds was due at any moment.

Then news started breaking.

Three men were killed in different parts of the city.

Within minutes of the first shooting, Courtney, Butler and McReynolds – three newsmen from three different stations—were covering the story.

It happened this way:

On the outskirts of the city, one man accused another of stealing $11. A deputy sheriff, notified of the disturbance, drove out and arrested the alleged thief.

A bit later, Courtney learned that the deputy had been fatally shot. He telephoned The AP:

"Just got a tip that a cop has been killed," he said. "I'm after it and will call you back."

In less than a minute, Butler called The AP with additional details—that the deputy had been shot by the accused thief on the way to jail.

Butler phoned again.

"Man shot down by the river front," he said.

Officers, hunting the killer of the deputy, had surprised a group of card players. One of the players moved to put down a water bottle. An officer mistook the gesture and shot him.

Then came a call from McReynolds.

A police sergeant had chased and shot to death the man who had killed the deputy.

Three killings, one on top of the other – all in different parts of the city, but all stemming from the original disturbance.

Through the quick work of Courtney (KCKN), Butler (KPRS) and McReynolds (KCMO), The AP was able to wrap up a fast, comprehensive story for members everywhere.

COURTNEY

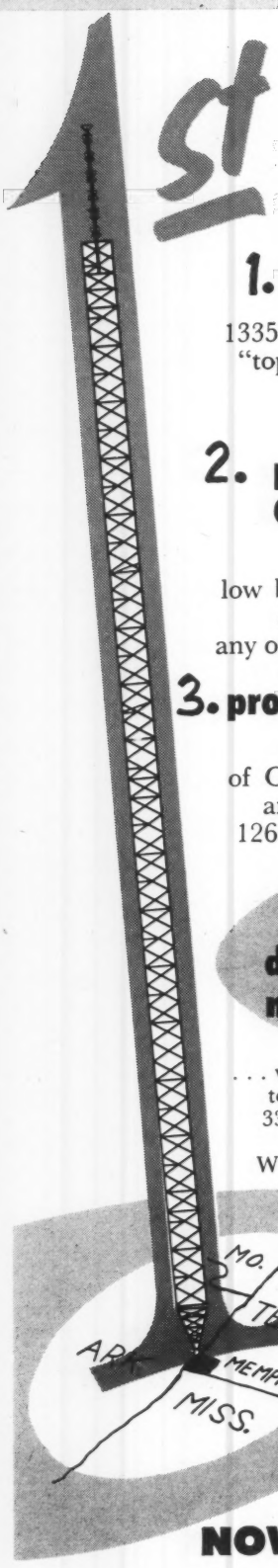
BUTLER

McREYNOLDS

Courtney, Butler and McReynolds are among the many thousands of active newsmen who make The AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands...know the most famous name in news is AP



1st in Memphis because...

1. 1088-foot tower

1335 feet above sea level, WMCT's "topper" tower assures the highest grade signal service delivered from Memphis, Tennessee

2. preferred "low band" Channel 5

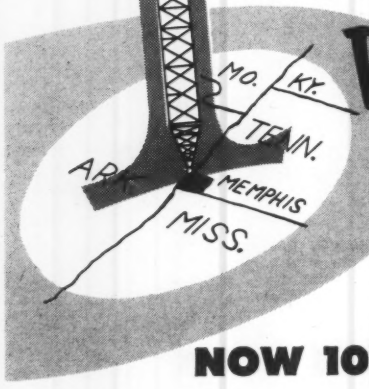
WMCT, on preferred low band Channel 5, serves a larger area with a clearer picture than any other Memphis television station.

3. program preference 2 to 1

According to the ARB Report of October, 1954, between 6 P.M. and 10:30 P.M., of the total of 126 quarter-hours, WMCT had 87 top-rated periods.

ask your regional distributor or district sales manager in Memphis . . .

. . . what television station *he* recommends to cover most effectively the more than 335,000 TV homes in the five-state area that makes up the Memphis market. We know (from experience) the answer will be WMCT



WMCT

WMC • WMCF • WMCT

MEMPHIS

CHANNEL 5

Memphis' First T. V. Station

NOW 100,000 WATTS

NATIONAL REPRESENTATIVES THE BRANHAM CO.

Owned and operated by THE COMMERCIAL APPEAL

AFFILIATED WITH NBC • ALSO AFFILIATED WITH ABC AND DUMONT

BARON QUITS KABC, HANSEN TAKES OVER

TOP ECHELON personnel changes in Los Angeles radio-tv occurred last week with the announcement that Amos Baron, general manager of KABC Hollywood, had resigned to become local sales manager of KCOP (TV) there.

John Hansen, assistant network sales manager, ABC-TV Hollywood, again becomes KABC general manager, the post from which he was transferred last month [B•T, Feb. 21] when Mr. Baron returned after six months as general manager of KABC-TV. Previously, Mr. Baron had been KABC general manager since 1950.

NBC Radio Spot Sales To Hold C-C Sales Meet

FIRST nationwide closed-circuit sales meeting has been arranged by NBC Radio Spot Sales for March 23 at 12 noon New York time, it was announced last week by H. W. (Hank) Shepard, director of the representative group. Mr. Shepard said the entire sales force of the organization will take part in the meeting.

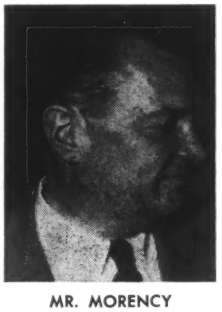
By using the closed-circuit technique, Mr. Shepard pointed out that sales executives in Los Angeles, San Francisco, Chicago, Cleveland, Detroit and New York will be able to meet "simultaneously and instantaneously" without traveling.

Each NBC Radio Spot Sales office will be equipped with a microphone and amplifier system so that all present may hear the speaker and ask questions from the floor in any city. The organization represents WRCA New York, WRC Washington, WTAM Cleveland, KSD St. Louis, WAVE Louisville, WMAQ Chicago, KGU Honolulu and KNBC San Francisco.

Mr. Shepard said the coast-to-coast sales meetings will be held on a regular basis and ought to result in NBC Radio Spot Sales "being the best informed organization in the industry."

Morency Named President Of Travelers Broadcasting

PAUL W. MORENCY, vice president and general manager of Travelers Broadcasting Service Corp., operators of WTIC Hartford, Conn., has been elected president, it was announced last Tuesday following a board of directors meeting. He will continue as station general manager.



MR. MORENCY

Mr. Morency, vice president of Travelers since 1946, joined the WTIC organization in 1929 as general manager. Before that he was manager of field service for the National Assn. of Broadcasters (now NARTB) and for more than a decade and a half was a member of NAB's board of directors.

At present Mr. Morency is a director of Broadcast Music Inc. and chairman of the New England Regional Network. He is a past president of Radio Pioneers.

It takes two kinds of POWER

. . . to keep them flying!

It takes tremendous power to fly faster than the speed of sound. It takes unfailing electric power, too . . . racing with the speed of light to operate the complex mass of electronic instruments and control devices packed within the sleek skin of modern military aircraft.

It's this vital kind of power that is provided by Federal airborne direct-current power supplies . . . rugged, dependable rectifier units made by Federal Telephone and Radio Company, division of IT&T . . . another of the many IT&T important contributions to aircraft efficiency and safety relied upon by major aircraft manufacturers.

INTERNATIONAL TEL AND TEL

IT&T

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
67 Broad St., New York 4, N. Y.

★ 80% AVERAGE SHARE OF AUDIENCE IN ALL TIME PERIODS. (Waco-Temple Composite Pulse Nov. 29-Dec. 5, 1954)

★ ONLY LOW BAND VHF STATION IN THE WACO-TEMPLE MARKET.

★ ONLY STATION IN THE WACO-TEMPLE MARKET OPERATING WITH MAXIMUM ALLOWABLE POWER . . . 100 KW, CHANNEL 6.

★ HIGHEST ANTENNA HEIGHT IN CENTRAL TEXAS . . . 833 FT. ABOVE GROUND; 1,549 FT. ABOVE SEA LEVEL.

★ ONLY STATION IN THE WACO-TEMPLE MARKET OPERATING FULL TIME . . . 7 A. M. - 11 P. M., MONDAY THROUGH FRIDAY.

★ NBC-TV INTERCONNECTED AFFILIATE.

★ IN OPERATION SINCE NOV. 1, 1953. (Established Audience).

YOUR BEST BUY IN THE RICH . . . . .

WACO-TEMPLE
CENTRAL TEXAS MARKET

KCEN-TV
TEMPLE, TEXAS
General Offices: P. O. Box 188
Studios and Transmitter at Eddy, Texas, Between Temple and Waco
WACO OFFICE:
506-7 Professional Bldg.
TWX: Eddy No. 8486

National Rep.:
Geo. P. Hollingbery Company
Texas Rep.:
Clyde Melville Co., Dallas

NBC Stations Win Access To Ill. Legislature Testimony

PERMISSION to tape record and film certain testimony before the Senate Judiciary Committee of the Illinois State Legislature in connection with an inquiry into Chicago political-criminal alliances was granted to NBC o&o stations in that city last week.

Action came in response to a request from William Ray, news and special events director of NBC Central Div., to State Sen. T. Mac Downing, committee chairman. Specifically, he asked authority for WMAQ and WNBQ (TV) to record and film testimony of Downey Rice, recently resigned chief investigator of the city council emergency crime committee, and "other testimony given publicly."

Sen. Downing said access would be granted broadcast media as a sort of "experiment." The action shattered a precedent for the State Senate. Heretofore, WTAX Springfield has been permitted to cover certain house sessions under the guidance of News Director Glen Farrington. Technically, the hearings will be held on proposals to broaden the powers of the Illinois attorney general to deal with allegedly lax local law enforcement.

KBET-TV Goes on Air As Nation's 427th Tv

KBET-TV Sacramento, Calif., was scheduled to begin commercial programming yesterday (Sunday) affiliated with CBS (basic) and ABC. Its debut will increase to 427 the number of tv stations with regular programming. The station, on ch. 10, will be represented by H-R Tv Inc. and claims 290,674 sets in its coverage area. It will operate at maximum 316 kw with antenna height 2,500 ft. above sea level. KBET-TV is Sacramento's second tv and first vhf.

Another new tv station, KSTF (TV) Scottsbluff, Neb., has reported it will begin commercial programming June 1. The ch. 10 station, a satellite of KFBC-TV Cheyenne, Wyo., will rebroadcast the latter's programming. William C. Grove is KFBC-TV general manager.

WBT-WBTV (TV) to Dedicate New $1.2 Million Studios

DEDICATION of the new $1.2 million home of WBT and WBTV (TV) Charlotte, N. C., into which the stations moved last week, is scheduled April 13, the stations announced.

The new building has 51,000 square feet of floor space divided into offices, a cafeteria, three radio studios and two tv studios. WBTV is equipped for color telecasting.

Five Named at WTVW (TV)

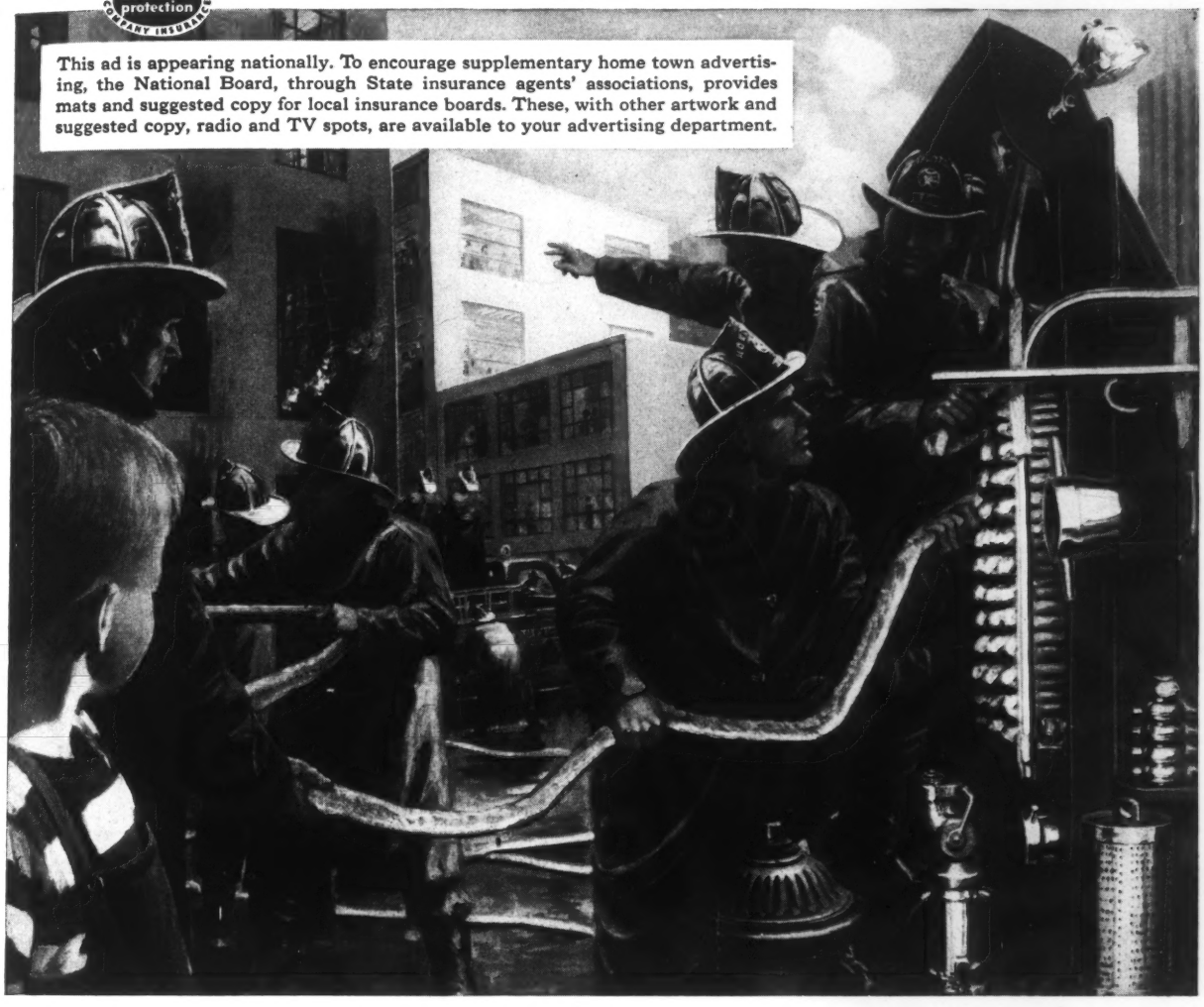
WTVW (TV) Milwaukee, purchased by the Hearst Corp. from the Milwaukee Area Telecasting Co. on Jan. 7 [B•T, Jan. 10], has announced five executive appointments.

Named were: L. A. Larson, account executive, to sales manager; Charles Lanphier, former president and general manager of WFOX Milwaukee, to director of promotion; Mel Quinn, manager of program operations at Hearst-owned WBAL-TV Baltimore, to program manager; Lou Riepenhoff, formerly public relations chief, to director of press relations, and George Brenard, salesman for other stations, to sales representative.

PROTECTING YOU IN MORE WAYS THAN YOU KNOW

CAPITAL STOCK Standard protection COMPANY INSURANCE

This ad is appearing nationally. To encourage supplementary home town advertising, the National Board, through State insurance agents' associations, provides mats and suggested copy for local insurance boards. These, with other artwork and suggested copy, radio and TV spots, are available to your advertising department.



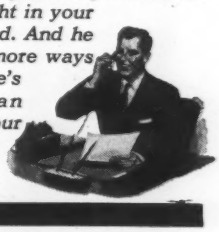
Putting out fires faster than ever before

FIREMEN HAVE A TOUGHER JOB than they had a few years ago, because fires are more complex. Putting out fires today is a science. So, in every city and town in the nation, fire protection engineers check the water supply, fire apparatus, fire alarm systems in an effort to improve the effectiveness of the fire fighting facilities. They have standardized the sizes of hose and fireplug couplings. Also, they have set up standards for testing fire engines. All this is done so fires can be put out faster.

Capital stock fire insurance companies are in business to protect you—your home, your family, job or business—every hour of the day and night.

But time alters all things—even what you may consider adequate protection. You never know when or how illness will strike you—so you see your doctor or dentist to safeguard your health. You never know when fire, explosion or windstorm will strike, so see another specialist regularly—your capital stock insurance agent or broker—to make sure you are adequately protected against loss from these disasters.

Capital Stock Fire Insurance Companies *are represented by independent local agents or brokers. It's the insurance service that gives you the personal advice of a man right in your own neighborhood. And he protects you in more ways than you know; he's the man who can take care of* ALL *your insurance needs!*

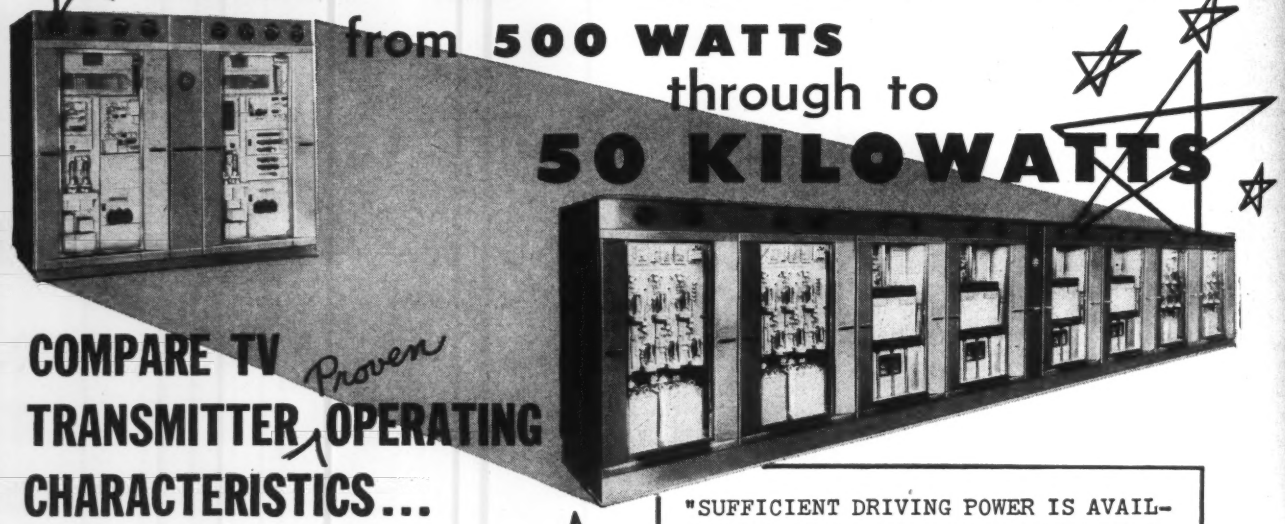


NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street New York 38, N. Y.
222 West Adams Street, Chicago 6, Illinois
465 California Street, San Francisco 4, Cal.

standard electronics

PROOF OF PERFORMANCE

from 500 WATTS through to 50 KILOWATTS



COMPARE TV TRANSMITTER Proven OPERATING CHARACTERISTICS...

and you will prefer S-E

"SUFFICIENT DRIVING POWER IS AVAILABLE SO THAT EACH HALF OF THE FINAL AMPLIFIER IS CAPABLE OF DELIVERING ALMOST 28 KW PEAK."*

**The final stage of an S-E 50 KW transmitter consists of two 25 KW diplexed amplifiers.*

The above is a direct quote from a "PROOF OF PERFORMANCE" report made by a leading Consulting Engineering firm† on an S-E equipped station — page 4, paragraph 2.

†Name available upon request.

1. 50 KW PLUS

With S-E's 50 KW VHF transmitter you get *50 KW PLUS* on any channel, including 13. Actual test results quoted from a "PROOF OF PERFORMANCE" test conducted by a leading consulting engineer *prove* that an S-E 50 KW transmitter will deliver approximately 56 KW peak power. Yet the very same transmitter can be run within specifications at power outputs as low as 30 KW or at whatever power level is needed to conform to your authorized ERP.

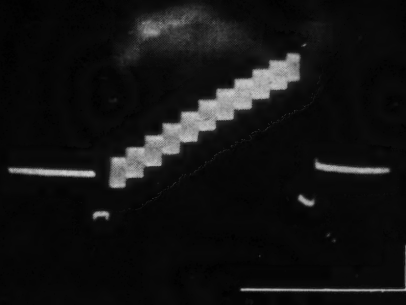
2. SUPERLATIVE MONOCHROME QUALITY

Standard Electronics VHF transmitters and amplifiers assure full compliance with FCC requirements plus a wide margin of safety . . . *proof* that with S-E transmitters and amplifiers you get the best. Sharp, high-end channel cutoff and conformity to bandwidth specs are shown in the curve to the right, copied from a "PROOF OF PERFORMANCE."

Point-by-point Curve Taken from Actual "PROOF OF PERFORMANCE" as reported by a Leading Consulting Engineer.

3 FULL COMPLIANCE WITH FCC COLOR REQUIREMENTS

S-E transmitters and amplifiers have such high monochrome quality because the color quality is also exceptionally good. Designed for color, S-E transmitters have never used the back porch clamping technique. Curve shows excellent band width assuring full response up to 4.2 mc. FCC requirements pertaining to amplitude vs. frequency response for the system can easily be met, as S-E transmitting equipment uses but a very small part of the variation allowed. For proof that S-E transmitters and amplifiers will transmit superlative color signals . . . for proof of essential linearity . . . see stair-step patterns showing input signal and linearity of output signal through the transmitter and broad band amplifier stages, recorded directly from the oscilloscope. No S-E transmitter in service has had to be modified to meet color specifications . . . ability to handle color is engineered into every S-E transmitter.



Pattern Taken Directly from Oscilloscope Showing Input To The Transmitter.

Pattern Taken Directly from Oscilloscope Showing Linearity of Transmitter and Broad Band Amplifier Stages.

4 AURAL TRANSMITTER EXCEEDS REQUIREMENTS

Quoting from "PROOF OF PERFORMANCE" report: — "AM hum and noise level of —53.4 db exceeds the —50 db requirement . . . The FM noise level of the entire system was —56 db and —61db for the transmitter alone — which complies with —55 db Commission requirements."

5 SUMMARY

"The equipment was found to comply with the Commission's requirements."

6 TUBE LIFE

Although not included in the "PROOF OF PERFORMANCE" report or covered by FCC specifications, any discussion of PROOF of S-E transmitter and amplifier PERFORMANCE would be incomplete without mention of a final-tube expectancy of 5000 hours and more! The Chief Engineer of a large S-E equipped station states: "We didn't change our tube budget when we changed from a competitive make 5 KW transmitter to an S-E 50 KW transmitter. At the end of the year, we still had a substantial amount of money left over in our budget." . . . and this in spite of a 10-fold increase in transmitter power!!

7 RELIABLE SERVICE

Although the FCC similarly does not set up standards on service, a valid "PROOF OF PERFORMANCE" must inevitably rest on service to the customer after the equipment is installed. The Chief Engineer of another S-E equipped station is quoted as saying: "In the case of The Standard Electronics Corporation, I would say that their equipment is only exceeded by the splendid cooperation and service we are getting from them."

Compare **every make of transmitter before you decide!**

Catalog and specification sheets are available, or ask for a personal demonstration of S-E transmitters and amplifiers. Write, wire or phone Standard Electronics.

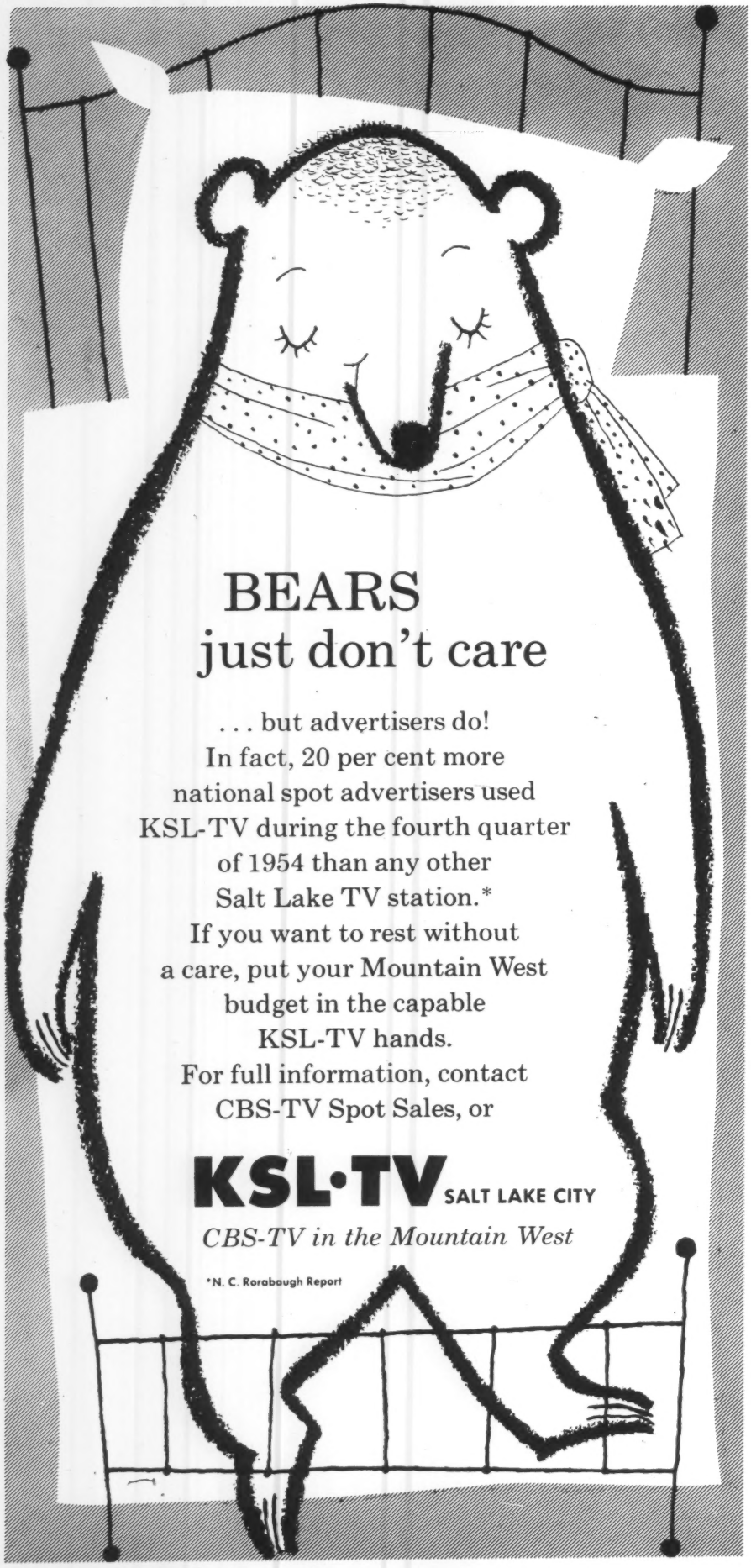
STANDARD SE ELECTRONICS

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

285-289 EMMETT STREET • NEWARK 5, N. J.

BIGELOW 3-5540


BEARS
just don't care
. . . but advertisers do!
In fact, 20 per cent more
national spot advertisers used
KSL-TV during the fourth quarter
of 1954 than any other
Salt Lake TV station.*
If you want to rest without
a care, put your Mountain West
budget in the capable
KSL-TV hands.
For full information, contact
CBS-TV Spot Sales, or
KSL·TV SALT LAKE CITY
CBS-TV in the Mountain West
*N. C. Rorabaugh Report

CBS Tv Spot Shows Tv's Selling Power

Presentation for non-spot users has figures on tv's dimensions and demonstrates the advantages peculiar to spot tv.

SPOT TELEVISION puts to use all of tv's selling power for the specific needs of the advertiser, top national advertisers not now users of the spot medium are being told in a presentation prepared by CBS Television Spot Sales.

The spot story, according to Clark B. George, general sales manager, is the first in a series of major presentations planned by CBS Tv Spot Sales for 1955 and is available in two parts. The first part, "The Best Spot in All Advertising," contains the latest research on tv's dimensions, pointing up unique advantages of spot tv as an advertising medium. The second part, "The Best Spot in all Television," highlights coverage and sales ability of stations represented by CBS Television Spot Sales.

Advantages of spot tv, according to the presentation, are at least six in number. These detail how the advertiser is permitted to select his markets without wasting circulation; to pick the stations within each market, giving note to signal, coverage, audience and cost-per-thousand; to devise a campaign geared to sales strategy; to select the right time to reach prospects and to sell the product; to decide intensity of the campaign in each market and to make up a budget in whatever size desired.

The presentation notes that while all these advantages accrue also in spot radio and newspaper advertising, there is a "combined advantage" of spot being used with the impact of tv itself.

Spot tv, the presentation says, "delivers an entire market more simply, more easily, more completely than any other medium." Because there are fewer stations to select from than newspapers or radio stations in major markets, the advertiser's job is that much simpler, according to the presentation.

The presentation deals with tv circulation, penetration and viewing time. According to the presentation, advertisers invested 19 times as much in spot tv last year as they did in 1949. It asserts that 2,400 advertisers used spot tv in the fourth quarter of 1954, or six times as many in the same quarter of 1949.

Jack Mohler, director of sales development, is showing the presentation in New York. In the next few weeks, Mr. Mohler will visit CBS Television Spot Sales offices in Chicago, Detroit, Atlanta, San Francisco and Los Angeles.

KABC-TV Boosts to 165 Kw With New GE Equipment

KABC-TV Hollywood last Tuesday switched over to a new General Electric 50 kw transmitter and antenna, located on Mt. Wilson, which the station reports enables it to increase power to 165 kw, maximum permitted the ABC o&o outlet by the FCC.

The new, specially designed antenna system transmits a deflected signal with improved black-and-white reception, especially in fringe areas, and marks a step in KABC-TV's preparation for color transmission, station spokesmen declared.

The new GE equipment is the result of a year's planning and an estimated cost of $350,000, KABC-TV executives stated. The station is on ch. 7.

Why should you help pay his electric bill?

No reason why you should—but about 40 million people do.

All the customers of the investor-owned electric light and power companies are helping to pay the bills for more than 4 million businesses, farms and homes that get a special "deal" in the use of electric power.

This "deal" in effect sets up a "favored class" in America that gets prior rights to government electricity. And the more than 4 million in the "favored class" generally get electricity cheaper.

That's because government plant operations and output are partly or wholly tax free and their rates do not reflect full costs. You not only put up the tax money to build government electric plants, but you're subsidizing their so-called "cheap" electricity.

This special "deal" comes about through an unfair policy known as the "preference clause." The real significance of the "preference clause" is that it favors the few at the expense of the many. It goes against the American concept of fair play.

And yet the "preference clause" idea is still being pushed hard by groups that want to see the government go farther and farther into the electric business. It is one of the most powerful tools for socializing the electric industry. (And if the electric industry, who next?)

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

"YOU ARE THERE"—CBS television—witness history's great events

NORFOLK...
(Virginia's No 1 City)
leads the country in business gain

According to data released in February by B C Forbes & Sons Publishing Company, Norfolk was at that time the best city in the nation in business gain over last year (up 14%). WTAR-TV blankets not only Norfolk, Virginia's no. 1 city, but all of prosperous northeast North Carolina and eastern Virginia including Richmond. Put your advertising dollars to work in a market where business is brisk. They'll work best on WTAR-TV.

Buy Only WTAR-TV to Sell America's Miracle Market
channel 3
NORFOLK
Represented By Edward Petry & Co., Inc.

Theresa Rogers Named WGMS Station Manager

THERESA ROGERS, executive assistant to her husband, M. Robert Rogers, WGMS-AM-FM Washington president-general manager, has been appointed station manager of WGMS. She joined the station in 1950 as secretary and prior to that was at the *New York Post* and Office of Strategic Services. WGMS is expanding its sales staff.

MRS. ROGERS

Dan R. Cavalier, WGMS sales vice president, has resigned to set up a high-fidelity sales firm, Cavalier Associates. Margot Phillips, who has served WGMS as public relations consultant, has joined the staff as promotion director. She promoted the two Washington High-Fidelity Fairs, the latest having drawn an attendance of over 30,000 [B•T, March 7], and was former radio-tv director of Advertising Consultants and Robert J. Enders Adv., both Washington.

Johnson Joins Storer Sales

LEWIS P. JOHNSON, tv account executive with The Katz Agency, Chicago, has joined Storer Broadcasting Co. as a sales executive in the Chicago office, Tom Harker, Storer vice president and national sales director, announced last week. In his new position, Mr. Johnson will assist Robert C. Wood, national midwest sales director.

Before his association with Katz, Mr. Johnson was with the Chicago office of WOR New York as a salesman. He has also held sales and merchandising positions with *Chicago Tribune*, *Chain Store Age* and the *Philadelphia Inquirer*. During World War II he was a captain in the Army Air Corps.

Bright to Head WETZ

HARRY G. BRIGHT, who has purchased 90% interest in WETZ New Martinsville, W. Va., for $20,400 from J. Patrick Beacom [B•T, March 14], said last week he plans to resign as field representative for SESAC to assume the presidency and managership of WETZ when FCC approval is obtained. Mr. Beacom will retain 10% interest in WETZ as vice president and chairman of the board. He also retains control of WBUT Butler, Pa., and interest in WVVW Fairmont, W. Va. Mr. Bright is former manager of WGBR Goldsboro, N. C., and a founder of Tobacco Network.

Eichmann Named by Blair

APPOINTMENT of Ray Eichmann as sales development manager of John Blair & Co., radio station representative, was announced last Monday by Robert E. Eastman, executive vice president. Mr. Eichmann replaced Tucker Scott, who was named to the sales staff of Blair last month. Mr. Eichmann has been in charge of sales development for participating programs on NBC-TV and previously was in charge of radio and tv ratings for NBC. In his new post he will be responsible for the promotion of stations represented by the company and also will handle special creative presentation work with the Blair salesmen.

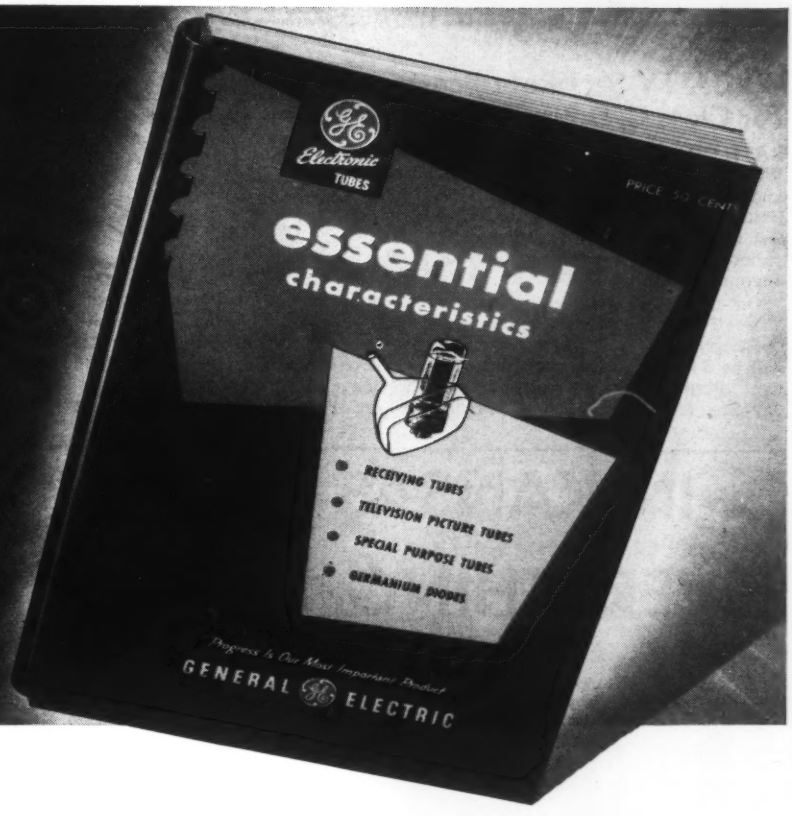
192 fact-filled pages . . . all the latest tube types. Some 2000 tubes in all, including picture tubes, are rated and described, with basing diagrams, outline drawings, and dimensions.

●

Includes prototypes in data on 5-Star and other special-purpose high-reliability tubes.

●

Section on germanium products will be found in contents.



Ask for G.E.'s all-new 1955 receiving-tube handbook —a "must" for studio and transmitter engineers!

"ESSENTIAL CHARACTERISTICS", 1955, is easy to obtain. Just phone your nearby General Electric tube distributor!

The book is easy to use, as your working guide for tube replacements and substitutions. It fits in your coat pocket. It opens flat and stays open . . . you can check tube data with both hands fully occupied.

Convenient, speedy reference is a feature. For example, the printed type-face used for a tube tells at a glance if the type is glass, metal, or miniature. Again: basing diagrams are shown on the same page as performance ratings—you don't have to thumb through page after page to get the facts on a given tube.

100% complete in types! G.E.'s 1955 "Essential Characteristics" is the most comprehensive summary of receiving and picture tubes published. Includes *all* tubes, whether G-E or other makes . . . in this respect, as in many other ways, the book is unique.

"Essential Characteristics" will quickly make a place for itself among handbooks you find indispensable. Get in touch with your G-E tube distributor today! *Tube Department, General Electric Company, Schenectady 5, New York.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1C1

WRCA-TV Sets Rate Boosts For Class C, D Programs

RATE INCREASE for participations in certain WRCA-TV New York programs in Class C and D time will go into effect Sept. 18, Jay Heitin, sales manager of the station, announced last week. The new rate structure for participations calls for a general increase of $100 an announcement.

On the *Herb Sheldon-Josephine McCarthy Show, The Norman Brokenshire Show, Here's Looking at You* and *Jinx's Jury,* participations will be $425 when the increase becomes effective. Participations on the Saturday and Sunday *The 11th Hour Theatre* and on *Saturday with Herb Sheldon* increase from $200 to $325.

Tonight participations will increase from $425 to $525 on June 20, Mr. Heitin said, and five-minute cut-ins on *Today* packaged at $425 for time and talent will be sold starting Sept. 18 at rate card price for time plus $100.

WTAR Firm Buys Newspaper

PARENT firm owning WTAR-AM-TV Norfolk, Va., Norfolk Newspapers Inc., has purchased the *Portsmouth* (Va.) *Star* for an undisclosed price, it has been announced by the two newspaper interests. Norfolk Newspapers, headed by President Paul S. Huber Jr. and Publisher Frank Batten, publishes the Norfolk *Ledger-Dispatch* and *Virginia Pilot.*

IN KANSAS EVERYTHING IS UP

Aug. '54 KANSAS FARM INCOME UP 36.2% over Aug. '53—hits $150,-120,000! (July '54 farm income was up 15.9% over July '53).*

Sept. '54 FHLB HOME LOANS UP 48.3% over Sept. '53! Building permits up 49.0% over same period!*

Sept. '54 BANK DEBITS (an accurate gauge of total business volume) UP 11% over Sept. '53!*

Oct. '54 PETROLEUM PRODUCTION UP 38.0% over Oct. '53!*

KANSAS is BUILDING! . . . GROWING! . . . PROSPERING! How to sell this vast farm market? Put your selling message on the radio station Kansas Farmers listen to *most* . . . WIBW.†

* *Bureau of Business Research University of Kansas.*

† *Kansas Radio Audience, 1954.*

WIBW CBS RADIO

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

WLDB Aims for March 25

PLANS for a March 25 debut have been announced by WLDB Atlantic City, N. J., new independent station now under construction. Owned by Leroy and Dorothy Bremmer (Atlantic City Broadcasting Co.), WLDB will operate on 1490 kc with 250 w fulltime and will be known as "Atlantic City's Family Radio Station." Studios and offices will be atop the Senator Hotel on the famed boardwalk. The transmitter, at 1409-11 Huron Ave., will be operated by remote control. Mr. Bremmer, a veteran of 35 years broadcasting experience, received a grant for the station a year ago after two years of litigation before the FCC [B•T, Feb. 22, 1954]. He will be general manager; Mrs. Bremmer, business manager, and John Moore, station manager.

De La Ossa Resigns NBC Post

RESIGNATION of Ernest De La Ossa as manager of new business development for NBC-owned WRCA-AM-TV New York was reported last week. His future plans were not disclosed. Mr. De La Ossa joined NBC in 1942 as personnel director, a post he held until he became station manager of WRCA-AM-TV in 1953. He was named manager of new business development a short time ago.

KXOK's Springgate Dies

VESS N. (BUD) SPRINGGATE, 58, sales manager of KXOK St. Louis, died of a heart attack March 12. Mr. Springgate, who began his radio career in 1934 as an account executive at KMOX St. Louis, had been sales manager of KXOK since 1944. Last year he was elected to the board of directors of KXOK Broadcasting Co. Mr. Springgate is survived by his wife Elizabeth, and a son, Donald.

WFAA's William Ellis Dies

WILLIAM C. ELLIS, 50, chief engineer of WFAA-AM-TV Dallas, died March 3 of a heart attack. Earlier in the week Mr. Ellis had undergone an operation to clear his lungs of a congestion resulting from a siege of pneumonia. He joined WFAA in 1925 after studying radio engineering for four years through a correspondence school. He is survived by his mother, wife, sister and son.

MR. ELLIS

REPRESENTATIVE APPOINTMENTS

KGA Spokane, Wash., appoints Everett-McKinney Inc., N. Y.

KATZ St. Louis appoints Forjoe & Co., N. Y.

WGST Atlanta appoints Avery-Knodel Inc., N. Y.

REPRESENTATIVE PEOPLE

James C. McCormick, sales manager, Jack Douglas Tv Productions, L. A., to H-R Television, Hollywood, as account executive.

David Yanow, account executive, WCAU Phil-

adelphia, to CBS Radio Spot Sales, N. Y., in same capacity.

Edward R. Coughlin, formerly account executive, WOR-TV New York, and **Charles R. Kinney,** manager, WIKK Erie, Pa., to Free & Peters, N. Y., as tv account executives.

Robert F. Jones, co-op sales manager, DuMont Television Network, to sales staff, Adam Young Television Corp., N. Y.

Charles Haddix, sales representative, Tracy Moore & Assoc., S. F., and **Betty Haddix,** former timebuyer, Biow-Beirn-Toigo, same city, parents of boy March 2.

STATION PEOPLE

Charles A. Larsen named general manager, KWJJ Portland, Ore.

David T. Pritchard, sales manager, United Broadcasting Co. (WOOK - AM - TV - WFAN (FM) Washington, WSID-WTLF (TV) Baltimore, WARK Hagerstown, Md., WINX Rockville, Md., WJMO Cleveland and WANT Richmond, Va.), Washington, appointed vice president and general manager, WDXB Inc. (WDXB Chattanooga, Tenn.).

MR. PRITCHARD

W. Frank Harden, managing director, WIST Charlotte, N. C., elected director, Broadcasting Co. of the South (WIST, WIS-AM-FM-TV Columbia, S. C.); **Richard H. deMontmollin,** sales staff, WCRS Greenwood, S. C., to WIS-TV sales staff.

Stan Lange appointed commercial manager, KCMO-FM Kansas City.

David M. Sacks, sales dept., ABC, transfers to o&o KGO-AM-FM-TV San Francisco as sales manager, succeeding **Vincent A. Francis,** who moves to newly-created position, sales manager, Western Div., ABC-TV; **Allan Gilman,** ABC sales dept., appointed KGO-AM-FM-TV assistant sales manager.

Paul Beville, sales manager, WNOE New Orleans, appointed sales director, Supreme Broadcasting Co. [WJMR-AM-TV-WRCM (FM) New Orleans].

Grady Edney, formerly director, KYW Philadelphia, appointed program director, WBZ-WBZA Boston-Springfield, Mass.

MR. EDNEY

Ben Shore appointed general manager, WCNT - AM - FM Centralia, Ill.; **Charles Presley Jr.,** program director, promoted to assistant manager.

Harry Berg, chief engineer, WFMF (FM) Chicago, to WAIT there in similar capacity.

Pat Sweet, Music Corp. of America, Beverly Hills, Calif., to KSFO San Francisco, as promotion director, succeeding **Phillis Diller.**

Johnny Devine, formerly program director, KTUL Tulsa, Okla., appointed promotion director, KVOO-TV there; **Jim Warren,** former sports director, WMAK Nashville, Tenn., named KVOO-TV sports director.

MR. DEVINE

Howard Mendelsohn, formerly with Herbert M. Kraus & Co. (public relations), Chicago, appointed publicity director, WBBM-TV there; **Andy Murphy** appointed WBBM-TV public relations director.

Marlyn Milliken, announcer, KHOL-TV Holdrege, Neb., appointed production manager.

Wilbur E. Clancy, assistant supervisor of transmitter engineers, WTIC Hartford, Conn., appointed supervisor of transmitter engineers.

Stanley Swales, program manager, WWJ Detroit, appointed chief announcer.

Robert Hanger, formerly chief announcer, WWKY Winchester, Ky., appointed news director, WEKY Richmond, Ky.

Thomas Van Arden Dukehart, account executive, WAAM (TV) Baltimore, appointed director of sports and public relations, succeeding **Joel Chaseman; Jim Kilian,** assistant program manager, appointed public service director, also succeeding Mr. Chaseman.

Don Schaublin, floor manager, KBTV (TV) Denver, additionally named director; **Maurey Waller** to announcing staff.

Henry Blanc to KXL Portland, Ore., as news editor; **Larry Caramella** to KXL as disc m.c.; **Bob Adkins** to station as weekend disc m.c.

Tom Templeton, farm director, KPQ Wenatchee, Wash., to KHQ-AM-TV Spokane in same capacity, succeeding **Glen Lorang,** who becomes northwest editor, *The Farm Journal.*

Edyth Radom to WDRC Hartford, Conn., as women's editor.

Alice Brewer White to WVEC-TV Norfolk, Va., as women's activities director.

Marian Mahncke Wagner, formerly with KMO Tacoma, Wash., to KTAC there as traffic director.

Barney Ochs, WLWA (TV) Atlanta, appointed national sales representative in Atlanta for Crosley Broadcasting Group [WLWA, WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio], succeeding **George Moore,** who becomes sales manager, Beeland-King Production Co., same city; **Lee A. Jordon,** program personality, WHAS-TV Louisville, Ky., to WLW-WLWT announcing staff.

Vernon Gaddis, fishing expert and featured on syndicated quarter-hour tv film, to WMUR-TV Manchester, N. H., as program conductor.

Ralph Lawson, formerly announcer, WLEX Lexington, Ky., to WKRC Cincinnati in same capacity.

Dick Godfrey, news writer, news and public

ROMERO RATES HIGH... HITS 34.3 IN FIRST MILWAUKEE RATING

In city after city, ARB* reports **PASSPORT TO DANGER** is hot . . . and getting hotter! For example:

15.1 in San Francisco, with a 75.5% share-of-audience!

18.1 in Cincinnati, with a 36.7% share-of-audience!

34.3 in Milwaukee, with a 64.6% share-of-audience!

37.0 in Jacksonville, with a whopping 86.7% share!

43.3 in Pittsburgh, with a 68.9% share!

What a star! What a show! What a way to sell your product!

*Jan. 1955

CESAR ROMERO, starring in . . .

PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
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affairs dept., KCBS San Francisco, additionally named announcer.

Jack Hynes and **Charlie Schubert** assigned disc m.c. program on WHOT South Bend, Ind.

Mahalia Jackson, formerly conductor of CBS Radio program, signed to conduct two programs on WBBM-TV Chicago.

Mimi Roman to talent staff, WLWT (TV) Cincinnati, as country and western vocalist, succeeding **Mary Jane Johnson,** who moves to West Coast to engage in radio-tv activities.

Paul Coughlin, announcer and disc m.c., WNRC New Rochelle, N. Y., to WIBC Indianapolis, Ind., in same capacity.

Dick O'Neill, announcer, disc m.c. and salesman, WCVS Springfield, Ill., to WICS (TV) there as personality and announcer.

Bob Edwards, separated from U. S. Army, returns to WFBC-AM-TV Greenville, S. C., as country disc m.c.

Ray Haney, Jack Maggio and **Jan Greene** to WRC-TV Washington as program personalities.

Ken Nordine to WBBM-TV Chicago as program personality.

Russ Barnett, formerly disc m.c. and morning news director, WTOL Toledo, Ohio, to KCNC Fort Worth, Tex., as disc m.c. and newsman.

Jay Jasin, disc m.c.-announcer, WCOL Columbus, Ohio, additionally to WLWC (TV) there as parttime announcer.

Sidney Skolsky, syndicated motion picture columnist, to KABC-TV Hollywood as commentator-host, *Sidney Skolsky's Hollywood.*

Bob Sticht, disc m.c., WMPS Memphis, Tenn., to WHHM there in same capacity effective April 1.

Bobbie Dunn, formerly with KTVW (TV) Tacoma, Wash., to WTTG (TV) Washington as weathergirl.

Robert H. Hill, owner-operator, Robert H. Hill & Assoc. (film representatives), Hollywood, to KCOP (TV) there as account executive, succeeding late **Walter Brown.**

Richard G. Ricker, formerly with sales staff, WGN-TV Chicago, to WNBQ (TV) there in similar capacity.

Robert L. Jawer returns to sales staff, WPTZ (TV) Philadelphia.

Gerald Staten, formerly with KCSB San Bernadino, Calif., to KMOD Modesto, Calif., as account executive.

W. W. Giles to sales staff, WHLI Hempstead, L. I., N. Y.

Joe Kosko, Joe Kelly and **Steve Stanley,** engineers, WTRI (TV) Albany, N. Y., transfer to am affiliate WTRY Troy, N. Y.

Jimmy Featherstone to production staff, WGN-TV Chicago.

Harold Boone to KFSD-TV San Diego, Calif., as sales promotion assistant.

Kimball Kinney, former writer, promotion dept., WFMY-TV Greensboro, N. C., returns to station in copy dept. as continuity writer; **Ruth Wagoner** to promotion dept. as on-the-air promotion writer; **Ralph Burns** to film dept. as projectionist; **Gary Smart** to station as guide.

Arnie Matanky, formerly night editor, Chicago Community News Service, and **Thomas H. Flaherty Jr.,** formerly public information officer, U. S. Coast Guard, to news staff, WBBM Chicago.

Hartwell Conklin to production dept., WFMY-TV Greensboro, N. C., as scenic designer.

Joe Kennedy, formerly with WIND Chicago, returns to KASI Ames, Iowa.

Al Holman, program director, WALA-AM-TV Mobile, Ala., elected vice president, Mobile Travelers Aid Society.

Sidney Roach, account executive, KWRO Coquille, Ore., appointed civil defense director of city.

Bob Scott, personality, WGEM-TV Quincy, Ill., featured in June issue, *Tv-Radio Mirror* magazine.

Mrs. Roy Blaney Smith, hostess, *Party Line,* WDEF-AM-TV Chattanooga, Tenn., named "Woman of the Year" by Chattanooga Quota Club.

F. Richard Hill Jr., manager, WTSV-AM-FM Claremont, N. H., elected president, Claremont Chamber of Commerce.

Jules Blum, salesman, WIBG Philadelphia, father of girl, March 14.

Art Pallan, disc m.c., WWSW Pittsburgh, father of boy, Arthur E., March 12.

Jimmy Kilgo, disc m.c., WIST Charlotte, N. C., father of girl, March 7.

Gene Price, announcer, KBTV (TV) Denver, father of boy, March 5.

Marlyn Millikin, production manager and announcer, KHOL-TV Holdrege, Neb., father of boy, Steven Porter, March 3.

WOC-TV

Builds Telecasts that Build Sales

1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—1/1/55	295,156
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM

FCC WANTS HILL SANCTION TO PROBE ECONOMICS OF TV

Commission replies to Senate Commerce Committee on points raised in Plotkin and Jones memoranda. No mention made of freeze possibility. Magnuson states opposition to any plan that would hurt public's large investment in tv receivers.

THE FCC Friday asked for Congressional authorization to investigate the "economics and operation of the tv industry."

The request was made in the FCC's response to the Senate Commerce Committee in answer to points raised in the Plotkin and Jones memoranda. (Text of FCC letter, page 98).

The Commission also said that moving all tv to uhf or adding new vhf channels would involve "such a tremendous dislocation of existing operations and have such a severe impact on millions of viewers" that it should be done only if Congress itself so decides.

No mention was made of the proposed freeze on vhf revealed in B•T a week ago [B•T, March 14]. However, it was learned that the Commission last Monday definitely dropped the idea of placing a "chill" on vhf applications and hearings.

On Sunday, in the CBS-TV *Face the Nation* program, Sen. Warren Magnuson (D-Wash.) stated categorically that he would be opposed to any such move (see story page 102). Sen. Magnuson is chairman of the Senate Commerce Committee which oversees the FCC and communications.

In commenting on the FCC's letter, Sen. Magnuson reported that a meeting with leading tv set manufacturers had been called for April 25 to discuss means of increasing the production of all-band tv receivers.

The Senate Commerce chairman also stated that open hearings on the committee's study of uhf and networks would be announced "in the very near future."

Public Could Be 'Soaked'

Sen. Magnuson said that the FCC's failure to advance immediate remedial action "could soak the American householder."

Proposals of the FCC to solve technical and financial problems of tv could involve expenditure by the American public running into millions of dollars, Sen. Magnuson said.

It was believed that Sen. Magnuson's fear is that delay by the FCC in acting to relieve uhf or its difficulties will result in more uhf stations going out of business. This would leave viewers who converted to uhf with useless additions to their receivers, it was explained.

The Commission statement—labeled a preliminary report—was approved by all commissioners but Comr. Frieda B. Hennock.

The Commission failed to spell out what it intended to do about de-intermixture. The statement implied, however, that the Commission was giving "selective de-intermixture" serious consideration.

Referring to the requests for reconsideration of prior FCC denials of petitions for de-intermixture, the Commission said it was studying this problem. It continued:

". . . [the] study . . . necessarily involves such questions as the other vhf service available to the communities from outside and the effect that the elimination of vhf operations in some of the areas would have on rural coverage."

The Commission said that it had taken steps to alleviate the plight of uhf operators through such moves as:

(1) Revision of the multiple ownership rules, (2) authorization of uhf satellite stations, (3) proposed low-power rule, and (4) proposed limitation on antenna sites to not more than five miles from the boundary of the principal city.

Last year the FCC liberalized its tv ownership rule to permit a single owner to own seven tv stations, with not more than five being vhf. Previously, the maximum was five without differentiation. Multiple owners who have expanded their holdings under this authority are Storer Broadcasting Co. (KPTV [TV] Portland, Ore., and WGBS-TV Miami), CBS (WXIX [TV] Milwaukee) and NBC (which is buying WKNB-TV New Britain, Conn., and WBUF-TV Buffalo, N. Y.).

The U. S. Court of Appeals last month ruled that the FCC's multiple ownership rules were invalid. FCC will appeal to the Supreme Court.

In agreeing to permit satellite operation of uhf channels, the Commission has authorized a half-dozen stations (including vhf) to rebroadcast the programs of a "mother" station.

The Commission's proposal to permit stations in small communities to operate with power as low as 100 w and with no minimum antenna heights is still pending a final decision.

Most recent proposal was to confine tv antenna sites to not more than five miles from the outer limits of the city to which the channel is assigned. The Commission has a number of pending applications which indicate that stations are planning transmitter site changes in order to envelop major metropolitan markets.

Still open, the Commission said, is the 1948 investigation of telephone company charges for intercity connection. This may be concluded in the near future, it said. It also referred to its proposal to permit stations in remote areas to construct and operate their own relay systems. Present FCC policy requires the use of common carrier facilities where available. AT&T's offer to provide off-the-air serivce for what will be substantially lesser charges [B•T, March 7, Feb. 28] was also referred to by the Commission.

Of the 35 million sets outstanding, only 5 million are uhf equipped, the Commission said. It also "noted with some concern" that less than 20% of tv sets are now being produced with all-channel tuners.

Removal of the excise tax on uhf receivers would "conduce" to greater sale of such sets, the Commission said.

It is with respect to its request for authorization and funds to conduct an overall study of tv that the FCC bore down heavily.

The study would, the Commission said, look into the roles of networks, advertisers, agencies, talent, independent film producers and distributors, and other program sources "as well as other means of distributing programs to the public."

"The essential objective of such a study," the Commission added, "would be to obtain for the first time a factual basis for evaluating the necessity and advisability of any action by the Commission, Congress or the Department of Justice in this area."

ROMERO CAPTURES PITTSBURGH . . . 68.9% OF THE AUDIENCE

ARB rates Cesar Romero's new TV show, **PASSPORT TO DANGER,** a slightly phenomenal 43.3 in Pittsburgh. Share-of-audience: 68.9%. And look at these other ARB* ratings and shares:

Milwaukee—34.3—64.6%
Cincinnati—18.1—36.7%
San Francisco—15.1—75.5%
Jacksonville—37.0—86.7

Romero really delivers the audience. Get him while he's "hot"!

*Jan. 1955

CESAR ROMERO, starring in . . .

PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
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FCC'S ANSWER TO MAGNUSON

THIS is the text of FCC's letter to Chairman Magnuson:

1. In evaluating the current status of television broadcasting and in determining how it may best develop in the future, we think it essential to keep in mind the positive advances which have been made in the less than three years since the "freeze" was lifted. In July 1952, when the first post-freeze station was granted, there were only 108 television stations in operation; at the present time more than 425 are in operation. In 1952, 63 markets had one or more local stations—in most cases one; now there are over four times as many communities with their own television facilities, 100 of which have two or more facilities. The public's acceptance of the expanded television service has been overwhelming. The number of television receivers in the hands of the public has grown from 20 million to 35 million; and today almost 70% of American homes have a television receiver. The American people have already invested over $10 billion in television receiving equipment and the annual volume of television advertising, set sales, servicing and operating combined runs close to $4 billion per year.

2. We mention these figures at the outset to stress the fact that the problems raised by the Plotkin and Jones Reports are not whether we can develop an adequate television service —for we already have such a service. The problem with which these Reports and your Committee's study is concerned is rather how we can best insure the fullest development of the industry's potentialities in line with the needs and desires of the American public and the abilities and ingenuity of the American broadcasters. So much has been accomplished in so short a time that we cannot but feel optimistic that the remaining problems can be resolved through constructive planning and cooperation among all interested groups.

3. The Commission in formulating its national television assignment plan and the associated rules and standards in the Sixth Report, was seeking to promote several different objectives designed to provide television service and facilities to the nation. It gave first precedence to making available at least one service to all areas of the country; second priority to making a local facility available to as many communities as possible; third and fourth priorities to making second services and second local facilities available wherever possible; and allocated the remainder of the channels so as to achieve a fair, efficient, and equitable distribution of television service and facilities throughout the nation.

4. Many of the Commission's objectives have been largely fulfilled. While it is difficult to provide any precise figures, it is estimated that over 90% of the people of the country are now within service range of at least one station. A large portion of the public, perhaps as much as 75%, is within service range of two or more stations. Furthermore, 255 communities have at least one, and 100 of these have two or more, local television facilities in operation.

Obstacles in the Way

5. However, it is evident that there are substantial obstacles (for example, limited economic support) presently in the way of bringing a first local outlet to hundreds of smaller communities as well as in expanding the number of multiple, competing services in the larger economic and population centers of the country. A major obstacle is the high cost of television programming during this early stage in the development of the art, which makes the securing of a substantial amount of network and similar programming a prerequisite to successful station operation. Of even greater importance is the failure, thus far, of uhf stations to become fully integrated with established vhf stations into an economically sound nationwide television service. To a large extent these two problems—the securing of adequate programming and the uhf problem—intermesh.

6. Thus, while there is some indication that many larger communities can support three stations when all of the stations are in the vhf band, these same communities may be unable to support at the present time three stations when only two of the stations are vhf and the third is uhf. The failure of uhf to become integrated with vhf is manifested by the fact that of 318 uhf stations authorized by the Commission, only one-third are presently in operation. Many authorized were never actually constructed. And the financial outlook for a number of the operating uhf stations is by no means bright. The plight of uhf has been discussed in detail in the presentation of Commissioner Hyde and other witnesses at the Potter hearings, as well as in the Plotkin and Jones documents.

7. It has been argued that the difficulties encountered by most uhf stations, and by some

CHICAGO'S MOST POPULAR MORNING TV SHOW ! !

WGN-TV's "ROMPER ROOM"

From 6:30 A.M. until 12 Noon Monday thru Friday—the top rated show on Chicago television—NETWORK OR LOCAL—is WGN-TV's "Romper Room".*

It's just one of many WGN-TV programs which tops both local *and network* competition.

Take a tip from advertisers who know—your best buy is WGN-TV in Chicago.

*ARB—February, 1955

441 N. Michigan Avenue
Chicago 11
Illinois

WGN-TV
Chicago 9

vhf stations, are the result of the inability of the economy to absorb the suddenly increased number of stations. We cannot, of course, predict the exact nature of the future development of the television industry, nor is it the government's function to create television service where there is no demand or economic basis for such service. It is essential, however, that television's capacity for future growth not be impaired by any artificial curtailment of channel space. To achieve its full potentialities, we believe television will eventually utilize a number of channels in the order of those presently allocated to it, just as am broadcasting developed its present national pattern within the 107 channels allocated to that service.

Promote Present Allocation

8. The majority of the Commission agrees with the conclusions reached in both the Plotkin and Jones reports that the only practicable course of Commission action lies in doing what is possible to promote the present allocation plan utilizing both vhf and uhf channels. The addition of substantial new vhf space or the movement of all television stations to uhf would involve such tremendous dislocation of existing operations and have such a severe impact on millions of viewers that such action should be considered as a possible alternative only if Congress itself were to determine that the long-run benefits to the public required adoption of such drastic remedies. Therefore, the Commission has taken, and is contemplating, a number of specific actions calculated to enhance the potentialities for television's growth within the existing allocation system. No one of these moves, in and of itself, provides or is intended to provide any cure-all. But their cumulative effect, we believe, will be beneficial.

9. Thus, it is expected that the acquisition of uhf stations by certain multiple owners as a result of last year's modification of our multiple ownership rules will help to strengthen uhf in such markets as Milwaukee, Portland, Ore., and Miami where such parties have recently acquired uhf outlets. Similarly, we believe the Commission's policy in permitting uhf satellite stations to rebroadcast programs of established stations in areas which might otherwise not be able to support a station will prove helpful. We also have two rule-making proposals under consideration which offer promise of facilitating the growth of additional television outlets and of maintaining existing stations. One of these would authorize low-power operation in communities of less than 50,000 population; the other would preclude the establishment of transmitter sites more than five miles from the city in which the station is authorized unless special reasons for such locations can be established.

10. As part and parcel of the same problem, the Commission is considering ways by which the cost of intercity transmission of programs can be minimized. It is attacking this problem in two directions: First, we have instituted rule-making looking toward the freer establishment of private intercity relay systems by the broadcasters themselves. In this connection, the telephone company has initiated suggestions looking toward the establishment by it of an off-the-air pickup service which the company believes could be provided at charges substantially less than those required for direct network connections. At the same time, we are continuing to review the existing charges of the telephone company for direct intercity program transmissions and expect to be able to conclude the outstanding proceedings as to this matter in the near future.

11. "Selective deintermixture" has been suggested as another possible line of approach. The Commission has been requested to reconsider certain actions it has already taken in this area to determine whether it might not be possible, with a minimum of dislocation of existing services, to insure that a number of markets become or remain uhf-only communities or are restricted to a single vhf station. The theory of such deintermixture is that it would provide for more balanced competition in the various communities, while at the same time strengthening uhf generally by increasing the number of "islands" of permanent uhf stability. The Commission is presently studying this problem to determine the feasibility of any such limited deintermixture—a study which necessarily involves such questions as the other vhf service available to the communities from outside and the effect that the elimination of vhf operations in some of the areas would have on rural coverage. We are unable at this preliminary stage in our consideration to offer any definitive answer to these questions. However, we are presently considering the circumstances, if any, under which such limited deintermixture may be appropriate in the public interest.

12. A related and highly important problem referred to in both reports is the inability of most outstanding sets to receive uhf programs. Of the 35 million receivers in the hands of the public, only five million are uhf equipped. We also note with some concern that less than 20% of the sets now being produced are all-channel receivers. It may well be that this lack of uhf receiving equipment, as well as the delay in developing high-power transmitting equipment, have been the most important single factors in the relative backwardness of uhf development.

13. The Commission has no direct regulatory authority over the manufacturers of radio and television receiving equipment which would enable it to require manufacturers to adopt any particular course of conduct. It is the Commission's view, however, that removal of the excise tax on the manufacture of all-channel receivers would conduce to the wider distribution and sale of all-channel sets and the Commission therefore favors legislation toward this end. In this connection, the Commission also believes that voluntary action by manufacturers looking toward the expanded production of all-channel sets to the greatest extent practicable would be extremely helpful in assisting the development of uhf.

General Study Essential

14. Over and beyond these specific measures the Commission believes that a general study by the Commission into the entire economic structure and operation of the television industry is essential. This study would include, but not be limited to, consideration of the respective roles of the networks, advertisers, agencies, talent, independent film producers and distributors and other program sources as well as other means of distributing programs to the public. The essential objective of such a study would be to obtain for the first time a factual basis for evaluating the necessity and advisability of any action by the Commission, Congress or the Dept. of Justice in this area.

15. In our opinion, the network problems referred to in both the Plotkin and Jones reports cannot be considered by themselves but are inextricably interwoven within the structure of television programming. Only through a study such as we are proposing will we have a proper basis for evaluating the various types of regulatory proposals which have been suggested. While network programming is admittedly of crucial importance to profitable station operation at the present stage of development, the Commission believes that establishing an economic base for the growth of new stations lies

RACKET SQUAD

RENEWED BY

NINE OUT OF TEN

SPONSORS!

It must be good! After just 10 months in syndication, Racket Squad has 90% renewals from a wide variety of big-time advertisers, including brewers, oil companies, appliance manufacturers, chain stores, etc. No wonder . . . look at the ratings and share-of-audience (ARB, Dec. '54):

Columbus	17.7	47.3% share
Dayton	20.0	59.5% share
Seattle	21.5	31.6% share

First-run markets are still available, too. But act fast!

RACKET SQUAD
Produced by Hal Roach, Jr.
BIG-TIME TV WITH A LOW-BUDGET PRICE TAG
ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
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not in any artificial restriction or redistribution of network programming but in an over-all expansion of all sources of programming.

16. The Commission has long believed that an over-all study of the broadcast industry—including a review of the network rules—should be made. The last such comprehensive study was conducted in 1938-1941 with respect to am broadcasting and led to the promulgation of the Chain Broadcasting and Multiple Ownership Rules. We have informed both the legislative and appropriations committees of the Congress on numerous occasions since the end of World War II of the need for a new study. But we have also indicated—and here reiterate—that any such study by the Commission, if it is to be meaningful and productive, requires a high-caliber staff. This staff would have to devote full attention to the study. As a result, we would need to recruit immediately additional personnel in order to avoid disruption in the essential work of the Commission. Neither the Bureau of the Budget nor the Congress has seen fit to make available the funds necessary for conducting such a study; such supplemental sums as have been appropriated have been earmarked for application processing. No funds have been allowed by the Bureau of the Budget in our present budget proposal for fiscal 1956 to establish such a staff—though we had originally asked for funds sufficient to establish at least a skeleton staff to make a start on the problem.

17. It is the Commission's view that the type of study contemplated in this field cannot be completed within one fiscal year. We think it would be appropriate, therefore, for such a Commission study to be authorized and the funds therefor appropriated pursuant to a Congressional Resolution. This was done in the 1935 Telephone Investigation, at which time Congress specifically authorized the Commission's continuing study by a Resolution (Public Res. No. 8, 74th Congress). We are prepared to present to the Committee in detail the subject matter to be covered by the proposed study and the funds and staff required.

WILL THESE CITIES BE DE-INTERMIXED?

FCC already has denied seven petitions which would have made markets either all vhf or all uhf, and most of them have asked for reconsideration. Involved: Evansville, Waco, Peoria, Madison, Hartford, Raleigh-Durham and Tyler.

FOLLOWING are the seven petitions for deintermixture on file with the FCC, all of which have been denied:

Evansville, Ind.—WFIE (TV), ch. 62, proposed that the educational reservation be shifted from ch. 56 to ch. 7. This would make all commercial stations uhf. This was denied Jan. 11.

Waco, Tex.—Central Texas Tv Co. proposed that ch. 66 be substituted for ch. 10. This would make Waco an all-uhf city. This was denied Oct. 21, 1954.

Peoria, Ill.—WEEK-TV, ch. 43, and WTVH-TV, ch. 19, asked that the educational reservation be shifted from ch. 37 to ch. 8, or that ch. 8 be deleted and a uhf channel be substituted. This would make Peoria all-commercial uhf. This was denied Nov. 4, 1954.

Madison, Wis.—WKOW-TV, ch. 27, asked that the educational reservation be shifted from ch. 21 to ch. 3. This would make Madison an all-commercial uhf city. This was denied Nov. 1, 1954.

Hartford, Conn. — WGTH-TV, ch. 18, WKNB-TV New Britain, ch. 30, WHYN-TV Holyoke-Springfield, ch. 55, and WWLP (TV) Springfield, ch. 61, requested that the educational reservation be shifted from ch. 24 to ch. 3. This would make Hartford an all-commercial uhf community. This was denied Dec. 7, 1954.

Raleigh-Durham, N. C.—WNAO-TV, ch. 28, asked that the educational reservation on ch. 40 in Durham be shifted to ch. 11 and that the educational reservation on ch. 22 in Raleigh be shifted to ch. 5. This would make both cities all-commercial uhf communities. Denied Oct. 22, 1954.

Tyler, Tex.—KTVE (TV), ch. 32, asked that ch. 7 be deleted from Tyler-Longview in order to make that area all uhf. This was denied Oct. 7, 1954.

Petitions for reconsideration are pending for Evansville, Peoria, Madison and Hartford.

One petition is still pending before the FCC. This is for Corpus Christi, Tex. KVDO-TV, ch. 22, asked that chs. 6 and 10 be deleted and that chs. 56 and 65 be assigned. This would make the city all uhf. Meanwhile, initial decision on ch. 6 hearing there was issued favoring KRIS. Two weeks ago opposition KWBU withdrew. KVDO-TV asked for immediate consideration of its petition and a stay of any action on the ch. 6 hearing. At the same time, KRIS asked the FCC to make an immediate grant and opposed KVDO-TV's request.

EVERYONE KNOWS WHEC IS WAY OUT IN FRONT IN THE OVERALL RATINGS, BUT

HOW ABOUT LOCAL SHOWS AGAINST LOCAL SHOWS IN ROCHESTER? . . . . .

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS	85	20	0	0	0	0

In the ratings of the 427 weekly quarter hours WHEC is on the air it outstrips the nearest other station by 250% . . . and on *locally created* programs, as you see above, the margin is even wider! . . .

There are some availabilities in these high-rated local WHEC programs! Why not find out if we haven't got just the spot to get you off the spot in Rochester?

*LATEST PULSE REPORT BEFORE CLOSING TIME

BUY WHERE THEY'RE LISTENING:—

Member GANNETT RADIO GROUP

CBS WHEC of Rochester NEW YORK 5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

Agency and client • behind closed doors • chopping on the schedule • your medium, your market are mentioned • a question is raised • the agency man reaches for Standard Rate . . .

Brother, what a grand feeling to know that

you are there

in a Service-Ad near your listing.

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of all SRDS monthly editions; or call a Standard Rate Service-Salesman.

Note: According to a study of SRDS use made by National Analysts, Inc., 83% of all account men interviewed have SRDS available at meetings in clients' offices.

Cal Douglas
Star of
"Matinee in Birmingham"
5:00 to 6:30 p.m. Monday-Friday

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MAGNUSON VOICES OPPOSITION TO PLAN FOR NEW COMMISSION FREEZE ON VHF

Senate Commerce Committee chairman, interviewed by newsmen on CBS panel, says, among other things: (1) networks should bring tv to unprofitable areas, (2) manufacturers should make all-channel sets, and (3) Congress will put limitation on station ownership to replace FCC rule invalidated by court.

CHAIRMAN Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee has dashed hot water on a proposed FCC freeze of vhf television.

On a nationwide radio and tv network panel show, the Washington Democrat put a quick thaw on a plan proposed by FCC staffers to Commissioners to hold up on further vhf grants until the uhf situation is resolved [B•T story and editorial, March 14].

Sen. Magnuson revealed his thinking on another tv freeze in an interview on *Face the Nation* March 13 (CBS-TV, 2:30-3 p.m.; CBS Radio, 10:05-10:30 p.m. EST). Newsmen quizzing the Commerce Committee chairman were Sol Taishoff, B•T editor and publisher; Rowland Evans Jr., Washington AP correspondent, and Joseph Gambatese, *Nation's Business* associate editor, with Ted Koop, CBS Washington public affairs director, as moderator.

Questioned about the freeze proposal by Mr. Taishoff and asked whether he favored another freeze, Sen. Magnuson said he "would be opposed to it."

"I know you have that in your magazine this issue," he said. "I think that if we can solve some of these problems, we wouldn't need that." Of the 1948-52 freeze, he said, "I remember that so-called freeze well. That was what we called the long freeze. That was a long winter."

Freeze Gives Rise to Heat

Sen. Magnuson said he thought "there would be a lot of howling going on up in Congress and on this committee," if such a freeze were imposed. Referring to the 1948-52 freeze, he said that "many, many sections of the country were denied the benefits of television for that whole period because of that freeze." On Tuesday he entered the B•T editorial in the *Congressional Record*.

Other Magnuson views: (1) that networks ought to use their revenues gained from tv programming in "profitable" markets to bring programming to "unprofitable" areas, but they should do it voluntarily, not through government regulation; (2) that Congress will bolster with legislation the FCC's ill-fated numerical limitation rule on station ownership; (3) he is not against newspaper ownership of radio-tv stations when there is no "undue concentration of control of media outlets in a given area"; (4) he will call on manufacturers to meet with the committee to discuss agreement on making all-channel tv sets; (5) his committee will try to secure free or less costly radio and tv time for political candidates; (6) Democrats ought to get "equal time" to answer the "political" aspects of the President's weekly news conferences released to radio-tv; (7) that he feels pressure had been exerted on FCC in tv application cases by both the executive and legislative branches, but he could name no specific instances; (8) "bulk" of the committee's $200,000 investigation funds will be spent on the network, uhf-vhf probe.

Sen. Magnuson said he thought networks, in some cases, already were putting profits into unprofitable markets. This is true, he said, in any big industry. He cited the railroad analogy made earlier by Sen. John W. Bricker (R-Ohio) in the latter's release of the Jones Progress Report [B•T, Feb. 21]; i.e., a railroad operating an unprofitable spur line.

But at several points during questioning he said he was against government regulation of networks, such as has been proposed in the Bricker bill (S 825). He said there might be pressure in Congress within "three or four years" to declare networks as common carriers or public utilities.

On FCC's rule limiting the number of radio and tv stations one person may own, thrown out last month by the U. S. Court of Appeals for D. C. [B•T, Feb. 28], he said he thought the court was legally right, but added:

"That will be appealed to the Supreme Court, and I think this is a matter we are going to have to look at and we are going to have to amend the law so that the Commission has the right to limit a given number of stations to a given person."

Answering a question from Mr. Taishoff on newspaper ownership of stations, Sen. Magnuson said the FCC should decide each case on its own merits: "The fact that a man owns a newspaper should not necessarily be held against him as an applicant for a radio station, but if the fact that he owns a newspaper and has a television and radio station, too, causes an undue concentration in a given area, then it is a problem for the Commission to decide." He said he felt a newspaper owner may be better qualified to run a radio or tv station in a given area.

Sen. Magnuson said he is inviting tv set manufacturers to an informal meeting with the committee to discuss an agreement to make all-channel sets. Such an agreement, he said, technically would violate anti-trust laws, but "we would have to change or make an exception in the anti-trust laws." He added that if set-makers "agreed with me to do it, they would not be in violation."

Meeting Expected Next Month

The meeting is expected to be held the latter part of next month.

He said he had been told production line costs for an all-channel set would be $10 to $12 more than the present cost of a vhf set. He said the committee would look into a proposal to remove the 10% excise tax on all-channel sets.

Sen. Magnuson, answering a question on whether he thought political candidates should have free radio and tv time, said time "is pretty costly. I think maybe we are going to have to work something out and make some recommendations whereby a candidate running for public office on a legitimate party is going to have the opportunity to use this medium of ex-

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pression [tv] at not such a cost as it costs him now. It is becoming a rich man's thing."

With the "terrific" cost of tv, contributions, too, must be greater and "you are more beholden to someone," he said.

Explaining his use of "legitimate," he said he would deny such time to candidates of parties which have been "outlawed," such as the Communist Party, and to those which do not qualify under some state laws because they fail to receive a certain maximum percentage of the votes at previous elections.

He said tv is becoming the "new medium" of political campaigning. Sen. Magnuson said he favored a law to raise candidates' campaign expenditures, but that "you can't pass a law" prohibiting contributions by others to a candidate's campaign.

Asked by Mr. Taishoff whether he favored free donations of newspaper space or billboards, Sen. Magnuson said he did not, "but I think that they can have the rates such that it is open." He said Congress had to pass a law to stop radio stations from charging candidates "double," in comparison with commercial advertisers.

On the President's news conferences, he said the President, because of his high office, should have available time. But he thought it was "pretty rough" on the opposition party not to have available time to present its views "in the same way."

Questioned on President Franklin D. Roosevelts's use of the microphone, Sen. Magnuson admitted Mr. Roosevelt used radio to great advantage, but said Republicans complained of it at the time.

He said he didn't know if the time should be equalized, but made one suggestion that the Democratic National Committee select a speaker once a week to present that party's viewpoint on current important matters, using free time.

He said the "very nature" of the President's conferences ("He is asked policital questions by you fellows") makes the conferences political in some respects, "and there is no way you can get away from it."

Asked by Mr. Evans to elaborate on his Jan. 21 statement that the Executive Branch has been exerting pressure on the FCC in the agency's granting of tv station licenses, Sen. Magnuson said he didn't know of "anyone in particular, but I know there has been a lot of pressures on the FCC." He added that pressure also had come from the Legislative Branch and from party organizations.

"There is always politics involved in these things," Sen. Magnuson said. "Every member of Congress has been asked by somebody, his constituent, 'Can you help me with my application before the FCC?' "

Sen. Magnuson said the "bulk" of the committee's $200,000 investigation funds would be used in the network-uhf-vhf "inquiry and study." Previously, he had estimated about $75,000 of the funds would be used for the network probe.

Wash. State Tv Boosters Cause Concern at Commission

GROWTH of "illegal" tv relay transmitters in the state of Washington has begun to cause FCC real concern.

In recent weeks, the Commission has learned that at least five new community boosters have begun operating in that state.

At the same time, the FCC is not sure that the original four have remained off the air [B•T, Nov. 22, 1954].

Two weeks ago, the Commission wrote to all Spokane tv stations, asking if they had given permission to these boosters to pick up and retransmit their signals. This is part of Commission action to build up a strong case before issuing a cease and desist order.

Last fall, the FCC learned that boosters were operating in Bridgeport, Pratoris, Brewster and Manson, all in and around the Chelan Forest area of Washington state. They were picking up Spokane vhf signals and retransmitting them to tv owners in those communities.

FCC inspectors warned the operators that they were operating illegally. The boosters were turned off for a spell, but returned to the air within weeks. The Commission inspectors could not determine who was responsible; civic-minded citizens apparently were taking turns in turning on the equipment.

Pressure on the Commission to permit the operation of these boosters, or work out some means of permitting this type of retransmission, came from the Washington congressional delegation. The FCC explained that this operation was illegal, but promised that it would try to work something out.

Early this year, FCC authorized an experimental, 200-w "translator" in Manson, Wash. [B•T, Jan. 17]. It was thought this would open the way to legalize this type of booster.

In the last few weeks, however, the Commission has learned that new boosters have begun operating in Nespelem, Winthrop, Twisp, Quincy and Coulee City, all in north central Washington. The Commission has also had unconfirmed reports of a booster operating in Lewiston, Idaho. All are unauthorized.

The Commission fears that the widespread use of this means of retransmitting tv signals may cause interference, not only to the stations being boosted, but also to other stations on the

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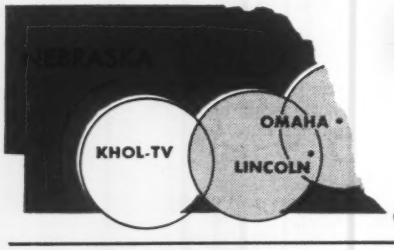

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same channel. The boosters operate by picking up a channel, amplifying the signal and retransmitting it on the same frequency. Power is low, about .02 w, it was explained. The Commission also fears, one engineer explained, that these transmissions, weak as they are, could cause havoc with aeronautical beacons using the 75 mc band.

Kefauver Bill Would Ban All Broadcasts of Gambling

A BILL which would amend the U. S. Code to prohibit broadcasts of gambling enterprises, in addition to the present prohibitions placed on broadcasts of lotteries, was introduced last week by Sen. Estes Kefauver (D-Tenn.).

The bill (S 1423) is identical to one introduced in the 83d Congress by the late Sen. Charles Tobey (R-N. H.) on Jan. 29, 1953. It would prohibit broadcasts of "any advertisement of or information concerning any gambling enterprise, lottery, gift enterprise, or scheme of any kind offering money or prizes dependent in whole or in part upon lot or chance." The present law (Sec. 1304, Chapter 61, Title 18, USC) does not mention "gambling enterprise" or "money."

Commenting on March 11, 1953, to the Senate Commerce Committee on the Tobey bill, FCC said it was unable to determine the type of enterprises described as "gambling enterprises" in the bill since the term was not defined.

The U. S. Supreme Court last year overturned an FCC ruling which prohibited radio and tv giveaway shows as lotteries [B•T, April 12, 1954].

In a statement accompanying his bill, Sen. Kefauver said it would "broaden the coverage of the Lottery Act" and "extend its provisions to other forms of gambling." The statement made no reference to giveaways or to broadcasting.

Sarnoff, Eisenhower Discuss Psychological Warfare Plans

BRIG. GEN. DAVID SARNOFF, RCA chairman, saw President Eisenhower last week about psychological warfare and so impressed the President that the normal 15-minute pre-luncheon appointment was stretched out into a 45-minute session.

An hour's discussion that afternoon with top administration cold war specialists followed the morning meeting with the President.

The nature of Gen. Sarnoff's proposals were not disclosed.

James Hagerty, White House news chief, said that the President had been highly interested in Gen. Sarnoff's ideas and that studies will be made. After that, Mr. Hagerty said, Gen. Sarnoff will be invited back for more talks.

Conferring with Gen. Sarnoff at the afternoon meeting were Nelson A. Rockefeller, special assistant to the President; Abbott Washburn, deputy director of the United States Information Agency, and Frank Wisner, assistant to Central Intelligence Agency Director Allan Dulles.

Some years ago, Gen. Sarnoff suggested dropping inexpensive radio receivers behind the "iron curtain." The receivers would be pre-tuned to Voice of America broadcasts.

Gen. Sarnoff was in Washington to attend the Monday night dinner of Secretary of State John Foster Dulles for Australian Prime Minister Robert Menzies.

House Approves Funds For Radio-Tv, FCC Probe

THE HOUSE last Wednesday approved a resolution (H Res 117) authorizing $60,000 in funds for various investigations planned by the House Commerce Committee.

Resolution (H Res 105) authorizing the investigations was passed by the House last month [B•T, Feb. 28].

Subjects specified, among others, include "allocation of channels to radio and television stations; educational television; subscription and theatre television; the administration by the FCC of the statutes which it administers," and "advertising, fair competition and the administration of such statutes administered by the Federal Trade Commission."

Traffic in Obscene Matter Banned by Kefauver Measure

SEN. ESTES KEFAUVER (D-Tenn.) last week reported from the Senate Judiciary Committee a bill (S 599) to prohibit the transportation in interstate commerce of "obscene" phonograph records, electrical transcriptions, films and other matter (also see editorial, page 138). A similar bill has been introduced in the House by Rep. Emanuel Celler (D-N. Y.).

Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee questioned whether the bill should not come under the jurisdiction of his committee. He said the Commerce Committee "will be found very cooperative" in plugging any "loophole" in the Interstate Commerce Act.

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79th MARKET IN AMERICA
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McCONNAUGHEY CONFIRMED BY SENATE

At talk later in the week to Ohio broadcasters, FCC chairman stresses importance of public service. He sees FCC as an arm of the legislative branch of government.

FCC "is an arm of the legislative branch of the U. S. government and as such it is my philosophy that we should work harmoniously with the legislative branch of the government."

So did FCC Chairman George C. McConnaughey keynote his basic beliefs last Thursday before the Ohio Assn. of Radio & Television Broadcasters, meeting at Cincinnati, scant days after his confirmation as FCC member Monday by the Senate, without opposition.

His principle of full cooperation with the legislative branch was affirmed only hours after the Commission had sent to the Senate Interstate & Foreign Commerce Committee its interim reply to the controversial Plotkin and Jones reports probing the ills of uhf-vhf television and network operation (story page 97).

"That was my philosophy at the state level when I was chairman of the Public Utilities Commission of Ohio and it remains the same at the federal level," Chairman McConnaughey told the Ohio broadcasters. "Congress is vitally interested in the subjects over which the Commission has jurisdiction, as quite properly they should be, since ours is a sensitive regulatory process and almost our every act affects the public welfare of the people of this country."

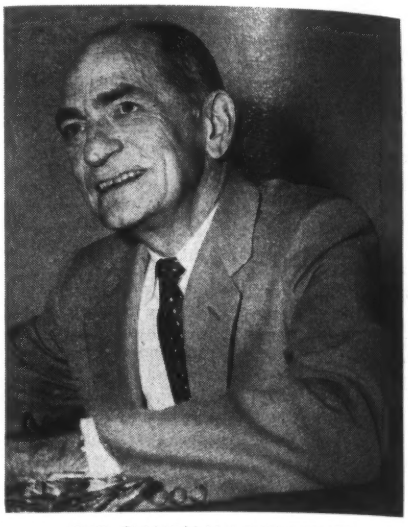
Chairman McConnaughey, named to FCC last fall by President Eisenhower as a recess appointee, fills the unexpired term of George E. Sterling, who resigned for reasons of health and to enter private consultancy. The term runs to June 30, 1957. He was named chairman of the Commission by the President to succeed Comr. Rosel H. Hyde, who had served as chairman for a year under the rotation system then inaugurated by the President. It is presumed Mr. McConnaughey also will serve as chairman for only a year under the rotation policy. At the end of that time he would continue as FCC member for the remainder of his term.

Other Republican members of the Commission aside from Chairman McConnaughey and Comr. Hyde are Comrs. John C. Doerfer and Robert E. Lee. Both are considered likely candidates for succession to the chairmanship under the rotation policy, should it be continued by the President.

Others of the Commission include Comr. E. M. Webster, independent, and Comr. Frieda B. Hennock and Robert T. Bartley, both Democrats. Miss Hennock's term expires June 30 and odds are running high that she will not be renominated. She would be replaced by another Democrat since only four members of FCC may be of the same party.

Comr. Bartley, nephew of Speaker of the House Sam Rayburn (D-Tex.), is considered the most likely candidate for the chairmanship of the Commission in the event of a Democrat succeeding President Eisenhower in the 1956 election. Comr. Bartley's term runs to 1958.

Chairman McConnaughey's nomination to FCC was put before the Senate in executive session Monday. Read to the Senate by the legislative clerk, the nomination in the absence of objection was declared confirmed by the presiding officer. His name was among a number of nominations presented to the Senate at that time to fill various posts.



THE CHAIRMAN CONFIRMED

A fortnight ago, Chairman McConnaughey's name had been reported to the Senate after it cleared the Senate Commerce Committee by a voice vote [B•T, March 14]. The nomination had been reported "without objection" although members reserved the right to oppose or support it on the floor of the Senate. It was the second time Chairman McConnaughey had passed the Senate committee, his earlier approval failing to secure airing before the Senate itself prior to adjournment late last year.

Speaking of public service before his Ohio audience last week, Chairman McConnaughey said, "I am sure that all broadcasters realize that every license granted by the FCC is a public trust to be used in the public interest. This can not be overemphasized.

No Property Right

"Broadcasters in their efforts to solve their financial and technical problems tend to forget that their license to operate is like a determinal grant—'to be used so long as it is used in the public interest and no longer.' So you can see that a licensee does not have an absolute property right but holds his privilege to broadcast so long as his enterprise is conducted in the public interest and no longer.

"In other words, his license should terminate when he ceases to operate in the public interest."

Chairman McConnaughey said he didn't want to give a "sermon" on public service, but rather "a statement of the criteria which will enable us all to see how well we measure up to the ideal standards. There is no one who appreciates more the fine work that the broadcasters have done in the past than myself. This is evidenced by the fact that the people of the U. S. are the recipients of the finest programs in all the world."

The new chairman noted that "a condition precedent to the successful operation of any broadcasting or telecasting station is that it be a successful economic operation. In other words, you have to make a profit."

He observed it is "basically fundamental" that if a station does not make money, "it will not stay in business." He found one of the

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most important factors contributing to financial success is "appropriate programming."

The smaller the community, "the more personalized the programming must be," Chairman McConnaughey related. "To appreciate what constitutes personalized, interesting and attractive programming that fits a particular community, it is necessary for the licensee to have the feel of the community. To obtain this feel, it is necessary that the licensee become an integral part of the community by actively participating in public, religious, civic and local activities.

"By so doing, he would be able to know instinctively what the people of his particular locality are interested in seeing and hearing and what will contribute to the general welfare and public service of his home community."

The FCC chairman concluded that "when this spirit of public service is obtained, it tends to go hand in hand with a proportionate amount of financial success. So we can safely conclude public service is not something that the FCC saddles a licensee with for technical and mysterious reasons. But it is a mandatory criteria which may be turned into a most valuable asset."

EXAMINER REFUSES TO END LAMB CASE

Sharfman rules license renewal hearing will go on and that Ed Lamb will be called as Broadcast Bureau witness.

AFTER listening to two days of argument, FCC Examiner Herbert Sharfman last week turned down a motion by Edward Lamb's WICU (TV) Erie, Pa., to halt the license renewal proceeding and ruled that the case will continue with Mr. Lamb being called to the witness chair as asked by the Commission's Broadcast Bureau. He adjourned the hearing without date, however, pending WICU's appeal of his ruling to FCC.

Russell Morton Brown, counsel for WICU, informed Examiner Sharfman that if the case must continue he will call past and present officials of the FCC staff, Commissioners themselves and witnesses from all over the U. S. in his case for Mr. Lamb's defense.

He indicated it may even be necessary to take the hearing to other cities such as Toledo, Cleveland and New York to accommodate the large number of witnesses he would call. They would testify not only to Mr. Lamb's character, he said, but also would show the WICU owner's long record of anti-communist activity. He estimated the hearing could take another six months.

Chief issue in the WICU renewal hearing is whether or not Mr. Lamb lied in telling FCC he never had communist associations. Mr. Lamb denies the charges.

Claiming FCC's 19 witnesses have failed to develop any evidence which would uphold the allegations against Mr. Lamb and disqualify him from retaining the WICU license, Mr. Brown a fortnight ago petitioned the examiner to issue an immediate initial decision in favor of Mr. Lamb and recommending renewal of the station license [B•T, March 14]. Two of the witnesses have recanted. One of them, Mrs. Marie Natvig, has been indicted for perjury by a grand jury.

Although Mr. Lamb "would be delighted" to appear and testify, Mr. Brown commented, he said this would achieve no purpose since the Broadcast Bureau hasn't raised any matter which merits Mr. Lamb's reply. He reviewed in detail the substance of the testimony of the FCC witnesses to date to support his point.

Mr. Brown said he is reluctant to allow Mr. Lamb to take the stand because he feels the Broadcast Bureau attorneys' proposal to call him "is some kind of a little trick" or fishing expedition in which they might try to trip him up on some minor point. He said there is no need for a "Roman holiday at this late date" at public expense.

Joseph M. Kittner, assistant chief of the Broadcast Bureau, replied that his wish to call Mr. Lamb is "not based on any desire to trick Mr. Lamb into anything." He said there are a "number of matters" on the record which need clarification as to "what the true facts are." He felt Mr. Lamb is the best qualified to clarify them. Mr. Kittner indicated that if Mr. Lamb could not clarify the points he had in mind, but which the FCC counsel declined to divulge at Mr. Brown's request, he may want to call additional witnesses.

As to calling still others, however, Examiner Sharfman expressed the view that he probably would sustain objections by Mr. Brown. He recalled that just before the Christmas recess, FCC counsel Walter R. Powell Jr. stated the Commission did not plan to call any more witnesses. Mr. Powell resigned from FCC in January to join the legal staff of NARTB. He presently is recovering from a heart attack.

Mr. Kittner explained the Commission is interested solely in whether Mr. Lamb has made any misrepresentations to it. He said FCC "must concern itself with the candor and truthfulness of an applicant." He said the testimony "may well dispel" any questions about Mr. Lamb and "if it does, I'll be the first to recognize it."

In turning down Mr. Brown's motion, Examiner Sharfman said he felt he did not have the authority to write a decision at this stage of the proceeding. He explained he had been directed by the Commission to hear testimony and receive evidence on all the issues from both the Broadcast Bureau and Mr. Lamb and to receive proposed findings from the parties before writing his decision. He suggested Mr. Brown could rest his case without presenting a defense, but the WICU attorney said Mr. Lamb doesn't want to win by "default."

Will Appeal for Argument

Mr. Brown indicated his appeal to FCC will ask for oral argument on the matter before the full Commission. He is to prepare his appeal this week after receiving the examiner's formal memorandum refusing his motion.

Already pending before the Commission is a petition by WICU to delete hearing issue No. 2 relating to charges by Mr. Lamb that FCC attorneys caused at least one bribe to be offered in an effort to secure false evidence against him. WICU said it does not wish to press the charge before Examiner Sharfman. WICU explained the charge was contained in an averment made by Mr. Lamb's counsel during argument last summer before the U. S. District Court of D. C. in an effort to stay the FCC hearing. The District Court refused the stay and WICU has an appeal pending before the U. S. Court of Appeals there.

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Promotion announcements (Min. or Stabk.)	1,459
Station-break trailers	3,125
Newspaper ad lineage	11,206
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Plus truck posters and "You're In The News" mailings.

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IN LISTENING

The call of the great outdoors during the summer months lures folks away from home but they take their radios with them and keep right on listening. WHAM-land is a mecca for vacationers with its thousands of acres of parks, beautiful Finger Lakes, Genesee Valley and Lake Ontario. Visitors from all over the country swell the ranks of the million and a half people who live in Western N. Y. year around.

Take the natives, add a few hundred thousand people on vacation, mix thoroughly, sprinkle with portable, car and in-home-radios, and you have a ready made market in the holiday mood to buy.

You can reach this market with your sales message for pennies per day on the high Pulse, low cost per thousand listener station WHAM. It covers 22 Western N. Y. counties completely.

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HEARING ORDERED ON WROW SALE

WTRI protest to sale of Albany station to Lowell Thomas and associates will get full-scale hearing.

FULL-SCALE hearing on the $298,800 sale of WROW-AM-TV Albany, N. Y., to CBS commentator Lowell Thomas and associates was designated by FCC last week, based on protest by ch. 35 WTRI (TV) Albany heard last month in oral argument [B•T, Feb. 28]. No date for the hearing was set.

Chief issues seek to determine whether a grant of the sale would violate FCC's policy concerning station ownership by network personnel because of the contractual or business relationship existing between CBS and Mr. Thomas and to determine "whether any existing understandings concerning the network affiliation of station WROW-TV violate the Sherman Act or the Clayton Act."

To Check WROW Statements

FCC said it will inquire whether statements made by WROW with respect to the business occupation of either Mr. Thomas or associate Frank M. Smith "constitute a full and complete disclosure." FCC also will inquire whether "on or before Sept. 24, 1954, the date the transfer-of-stock agreement here involved was executed, the transferees herein entered into an agreement or arrived at an understanding with CBS according to which the CBS affiliation now held by [WTRI] would be transferred to [WROW-TV] on or before Feb. 1, 1955, if said transferees secured control of WROW-TV."

Burden of proof was placed upon WTRI. Comr. John C. Doerfer dissented, noting he did not feel the pleadings of WTRI were sufficient to raise an issue of any violations of the Sherman or Clayton Acts. Comr. Frieda B. Hennock, concurring in the hearing order, dissented from the majority's refusal to enlarge the issues as asked by WTRI.

Eleven Station Sales Approved by Commission

SALES OF KFDX Wichita Falls, Tex.; KVVG (TV) Tulare, Calif.; KOPP Ogden, Utah; KBUR Burlington, Iowa, and KTAN Sherman, Tex., were among those receiving FCC approval late last week.

• KFDX was sold by D. A. Cannon and associates for $100,000 to Sidney A. Grayson and two local businessmen. KFDX-TV was not involved in the sale.

Mr. Grayson currently is vice president and general manager of KMID-TV Midland, Tex., and will be president and general manager of KFDX. His associates in the purchase are Nat Levine, investments, and Meyer Raben, auto dealer.

• Ch. 27 KVVG (TV) Tulare, Calif., was sold by Sheldon Anderson to Uhf Telecasting Corp. Consideration is assumption of $350,000 liabilities. Uhf Telecasting is owned by Joseph Justman, president and principal stockholder of Motion Picture Center Studio, Hollywood, and M. B. Scott Inc., Los Angeles advertising agency.

• M. B. Scott Inc., owned by Milton B. Scott, last week received approval of its purchase of KOPP Ogden, Utah, for $46,000.

• At Burlington, 80% interest in KBUR was acquired by Gerard B. McDermott for $164,640. Mr. McDermott, president and general manager of the station, will now be sole owner.

• KTAN Sherman was sold for $35,000 by Howard L. Burris to Stephenville Broadcasting Co., owner of KSTV Stephenville. Stephenville Broadcasting is owned by Galen O. Gilbert and J. R. Kincaid.

Other sales receiving FCC approval last week included:

WKTM Mayfield, Ky.—Assignment to Kentucky Broadcasting Co., composed of Michael R. Freeland, former half-owner of WHDM McKenzie, Tenn., and John M. Latham, for $27,000.

KFDR Grand Coulee, Wash.—Assignment to Ralph A. Nachtmann, present sales manager, for $18,000.

WACB Kittaning, Pa.—Sale of all stock for $30,000 to Sheridan W. Pruett, Charles M. Erhard Jr., and Joseph A. Pelletier, all associated in ownership of WPME Punxsutawney, Pa.

WINK-AM-TV Ft. Myers, Fla.—Acquisition of remaining 50% interest by Edward J. and Arthur B. McBride from estate of Daniel Sherby.

KVOO-TV Tulsa—Relinquishment of control by W. G. Skelley through sale of 12% interest to his son-in-law, Harold G. Stuart.

KSFE Needles, Calif.—Purchase of remaining 50% interest by B. J. Fitzpatrick for $4,000.

WLEU-TV Gives Up Permit; Total Tv Dropouts Now 131

SURRENDER last week of the permit for ch. 66 WLEU-TV Erie, Pa., raises the total number of post-thaw tv stations to surrender their permits to 131. Of these, 105 were uhf and 26 vhf.

Meanwhile, ch. 36 WQMC (TV) Charlotte, N. C., informed the Commission that it will discontinue operations at the close of business on March 15. This raises to 27 the total number of post-thaw tv stations which have suspended regular operations but are still holding their permits.

WQMC notified the Commission that its action was taken in order to devote attention to moving its tower and antenna to a more suitable, centrally located site. WQMC said that from its present site a substantial segment of the Charlotte community cannot receive uhf service. WQMC told the Commission that an application to modify its permit will be filed in the near future.

Two New Am Outlets Granted; KWOR, WKKO Given Changes

TWO new daytime standard stations at Radcliff, Ky., and Centerville, Tenn., were granted by the FCC last week.

A 1 kw daytimer on 1470 kc at Radcliff was granted to Fort Knox Broadcasting Co., composed of equal partners Byron Earl Cowan and Gerald W. Howard. Messrs. Cowan and Howard are associated in ownership of B. E. Cowan & Assoc., jobbers of industrial equipment.

At Centerville, a new daytime station on 1570 kc with 1 kw was granted to Tri-County Broadcasting Co. of Hickman, Lewis & Perry counties. Tri-County is composed of equal partners James Buchannan Walker, treasurer of the State of Tenn., C. A. Kennedy, attorney, and J. Gill Thompson, retired businessman.

FCC last week, also authorized KWOR Worland, Wyo., to change from 1490 kc to 1340 kc while continuing to operate unlimited time with 250 w.

WKKO Cocoa, Fla., was authorized to change from daytime operation with 250 w to fulltime with 1 kw on 860 kc.

WMEX Again in Trouble Over Horse Race Programming

FOR the third time in its license history, WMEX Boston is having trouble with FCC over its horse race programming.

The Commission last week designated for hearing the application of WMEX for license renewal on detailed issues relating to the station's racing shows and whether or not they may be aiding illegal gambling.

FCC also questioned whether the station's resumption of racing shows after obtaining its last renewal in early 1952 upon representation that such shows had been discontinued "reflects adversely on the good faith of these representations and consequently on the qualifications of The Northern Corp. to continue operation of station WMEX."

In late 1948, WMEX first went into hearing on license renewal with principal issues relating to ownership representations, but other details involved inquiry into programming, including horse race shows. WMEX won out in the hearing and received renewal.

FCC subsequently again questioned the racing shows aired by the station and approved renewal in 1952 upon receipt of notice from WMEX that the shows had been dropped.

The Commission set no date for the hearing, which includes as issues:

"1. To determine whether, to what extent, and the manner in which the subject station has broadcast, is currently broadcasting and proposes to broadcast the following information relating to horse racing: (a) entries, (b) scratches, (c) probable jockeys, (d) jockey changes, (e) winning jockey, (f) weights, (g) selections, (h) off time, (i) next post time, (j) track conditions, (k) weather condition, (l) time of race, (m) mutuels or prices paid, (n) results of race, (o) results in code, (p) post positions, (q) running account of race, (r) pre-race betting odds.

2. To determine the manner in which the station obtains the above information.

3. To determine whether the broadcast of horse racing information by this station appears likely to be of substantial use to, or is used by, persons engaged in illegal gambling activities.

4. To determine (a) the sponsorship, if any of programs offering horse racing information; (b) the arrangements between the sponsors and the licensee for the handling of the broadcasts of horse racing information, and (c) whether and to what extent these arrangements have been or are being carried out.

5. To determine the arrangements, or commitments, if any, entered into by this station with persons engaged in illegal gambling activities for the broadcast of horse racing information, and to the extent to which these commitments or arrangements are being met.

6. To ascertain whether the licensee in this proceeding had had discussions or dealings with any other broadcast station with respect to the manner in which broadcasts of horse racing information should be handled and to determine the outcome of such discussions or dealings.

7. To determine what instructions, if any, have been given by the licensee to its employes concerning the manner in which horse racing information is to handled.

8. To determine what steps, if any, have been taken, and the manner in which such steps were taken by the licensee to ascertain the nature of the listening interests being served by the broadcast of horse racing information.

9. To determine the effect of the broadcasts of horse racing information upon the station's overall programming.

10. To determine, on the basis of the evidence adduced pursuant to the foregoing issues, whether a grant of the above entitled renewal application would be in the public interest."

Roanoke Ch. 7 Grant Proposed for WDBJ

INITIAL decision proposing to grant ch. 7 at Roanoke, Va., to Times-World Corp.'s WDBJ there was issued last week by FCC Hearing Examiner J. D. Bond. Action was made possible by dismissal of a competitive bid by WROV Roanoke. WDBJ bought the tv assets of defunct ch. 27 WROV-TV for $245,000.

The initial decision also declared moot the duopoly issue inserted by FCC in the proceeding following the death of WDBJ principal J. P. Fishburn.

local

events that make the

news

make every newscast outstanding on

wfdf

flint's leading news station

Local events that make news require quick and accurate coverage . . . 24 hours a day. And WFDF's full time local news staff is on the spot when the news is breaking . . . on the air hours (and even days) ahead of any other local news source. Flint listeners know it, and so do Flint sponsors. How about you? Katz can give you the full news story and WFDF can supply a day-by-day breakdown to show you just how far they lead on the local news scene. You'll see for yourself why Flint's leading newscasts are on WFDF—the only Flint station with its own full time local news bureau.

wfdf • flint, michigan

nbc affiliate

Represented nationally by the Katz Agency

Associated with: WFBM & WFBM TV Indianapolis —WOOD & WOOD TV Grand Rapids—WEOA Evansville

NBC RADIO AGENDA: 'OPERATION REDESIGN'

Affiliate committees, meeting in New York March 31, are to discuss 'a revolutionary concept' in network operations.

A PLAN for reorganizing NBC's radio network operations, which NBC President Sylvester L. Weaver described as "a revolutionary concept" but one that "would not be too difficult to live with" [B•T INTERVIEW, Feb. 28], will get its first exposure to other than NBC executives March 31 when the network's top echelon meets with the members of the NBC Radio Affiliates Executive Committee and the special study group on network-station relationships of the NBC Radio Affiliates Committee.

The meeting will be held at NBC headquarters in New York, according to notices sent to committee members by Robert D. Swezey of WDSU New Orleans, chairman of both the executive committee and the special study group. This session will presumably be followed by a general meeting of all NBC Radio affiliates, Mr. Swezey told B•T. No date for such a meeting has been set, he said, nor will one be until after the March 31 session.

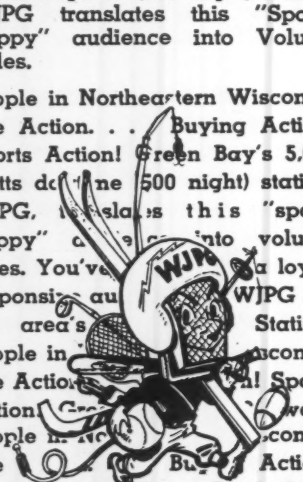
Asked about the findings of the special study group, Mr. Swezey said they had reached a tentative conclusion that "no dramatic changes" in the present relations between the NBC Radio network and its affiliated stations are called for at this time. He declined to comment on NBC's so-called "operation redesign" in advance of its formal presentation at the end of the month.

Members of the NBC Radio Executive Affiliates Committee, in addition to Chairman Swezey, are: Harold Essex, WSJS Winston-Salem; R. H. Mason, WPTF Raleigh; E. D. Vadeboncoeur, WSYR Syracuse; Robert B. Hanna, WGY Schenectady; George W. Norton Jr., WAVE Louisville, and Paul W. Morency, WTIC Hartford.

Special study committee members are: Mr. Swezey, chairman; Walter Damm, WTMJ Milwaukee; Edwin K. Wheeler, WWJ Detroit; William A. Fay, WHAM Rochester; Nathan Lord, WAVE Louisville, and Jack Harris, KPRC Houston.

People in Northeastern Wisconsin like Action . . . . Buying Action! Sports Action! Green Bay's 5000 watts daytime (500 night) station, WJPG translates this "Sports-happy" audience into Volume Sales.

People in Northeastern Wisconsin like Action. . . Buying Action! Sports Action! Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's Station! People in Wisconsin like Action! Sports Action! Watts People in Wisconsin like Action! Sports Action! Green Bay's 5,000



Watts daytime (500 night) Station, WJPG, translates this 'Sports-happy" audience into Volume Sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

WJPG 5000 w Day—500 w Night MBS GREEN BAY, WIS.
Burn-Smith Company—Representative

NBC OPENS SPECTACULARS TO SMALL ADV. BUDGETS

A new plan, 'color spread,' will allow participations on 13 color shows beginning next fall. Commercials will be 90 seconds in length and gross price $70,000 for winter and $48,000 for the summer.

NBC-TV's magazine concept of advertising will be extended to the network's color spectaculars next fall when advertisers with limited as well as those with large budgets will be able to purchase participations on 13 color programs in prime time on Sundays, 7:30-9:30 p.m. EST.

Details were announced Friday by George Frey, vice president in charge of sales of NBC-TV, who said that the project has been given the name of "color spread." Mr. Frey said the "color spread" programs will be scheduled on an approximate one-out-of-four week basis, and will be set to coincide with active seasonal sales periods, such as Christmas, Easter, graduation, summer travel, back-to-school, etc.

Mr. Frey, who credited NBC President Sylvester L. Weaver Jr. with originating "color spread" as well as the television magazine concept, described the new pattern of advertising, as:

"Each of these hour-and-a-half shows will offer six commercial positions. Each of these positions will allow a full 90-second commercial message—not one minute but a minute-and-a-half. The gross price of the winter positions will be approximately $70,000; $48,000 for the summer series . . . or just about the price of a double truck in the mass circulation magazines . . . with the superior circulation values of the most exciting shows on earth, the selling value of television itself . . . and the reality of color. These advertising positions are being made available in any number desired—a sponsor can buy a single ad in the show for, say April 1956, or one every month throughout the year."

Frequent criticism of the high cost of sponsoring a color show, Mr. Frey continued, led to the extension of the magazine concept to color advertising.

Mr. Frey said color tv currently is "at the excitement level." He said NBC-TV has facilities capable of originating 60 hours of color programming each month and the network now has 95 stations equipped to transmit color.

"Even with present facilities," Mr. Frey said, "networks will telecast a total of 21 color shows this month—seven of them major productions."

FIVE-YEAR CONTRACT with NBC is signed by Ralph Edwards, originator-producer-host on NBC-TV's *This Is Your Life*. With him are John K. West (c), vice president of the NBC Pacific Div., and Berle Adams, vice president of MCA. Mr. Edwards also is the originator of the *Truth or Consequences* programs, which started on radio in 1939 and is now on NBC-TV as well.

CBS Radio Affiliates Set September Meet for Detroit

CBS RADIO's annual meetings with its affiliates in the future will be rotated among major industrial centers, with this year's sessions to be held in Detroit on Sept. 12-14.

The new policy and selection of Detroit for the 1955 conclave were announced jointly last week by Adrian Murphy, president of CBS Radio, and John F. Patt Jr. of WJR Detroit, board chairman of the CBS Radio Affiliates' Assn. The moves were recommended by a convention committee headed by Charles Caley of WMBD Peoria, Ill.

General managers and promotion managers of most of CBS Radio's 221 affiliates are expected to attend the Motor City meeting with key executives of the network.

"Our network and station executives generally have a two-sided job, responsible both for programming and for business management," Messrs. Murphy and Patt said in their joint statement, "and so they will be going to Detroit both as 'editors' interested in the automobile as a vital force in American life and as 'sales managers' eager to learn more about an industry that is one of radio's best customers.

"Obviously there is a large area of common interest between ourselves and the automobile industry. It is only natural to expect that this common meeting ground will be reflected in the agenda of our Detroit meeting."

NBC Summer Discount Plan Signs First Three Sponsors

SIGNING by NBC-TV of its first three advertisers under its "Summer Incentive Plan—1955" was announced last week by Roy Porteous, NBC's manager of sales for participating programs. The summer discount plan is set up to provide advertisers on any combination of *Today*, *Home* and *Tonight* during the May 30-Sept. 2 period with savings up to 34.6% [B•T, Feb. 21].

The advertisers are Polk-Miller Products Corp. (Sergeant's dog care products), Richmond, Va., through N. W. Ayer & Son, New

York, for 20 participations beginning May 31 and running through Sept. 1; Lau Blower Co. (furnace and ventilating fans), Dayton, for 13 participations from April 20 through July 6, and the Glass Container Corp., Toledo, through Kenyon & Eckhardt, New York, for 12 participations.

Mr. Porteous also revealed that Star-Kist tuna, currently advertising on "T-H-T," will remain on the air during the summer months under the incentive plan. Star-Kist's schedule will consist of one participation a week.

Under the plan, an advertiser is allowed a set number of free participations, depending on the number of paid participations scheduled. For example, seven to 11 paid participations will net one free participation, and 52-54 paid ones will earn 18 free of charge.

'POST' SUITS DROPPED AS WINCHELL 'REGRETS'

LIBEL SUITS totaling $1,525,000 were terminated last week with the issuance of a statement in which commentator-columnist Walter Winchell said he "regrets and withdraws" anything he said or wrote that might have been construed as a charge that the *New York Post*, its publisher, or its editor was a Communist or sympathetic to communism.

The suits had been brought by the *Post*, which asked $750,000 damages, and Editor James A. Wechsler, who sought $775,000. Co-defendants with Mr. Winchell were ABC, which carries the Winchell newscasts on radio and tv; Gruen Watch Co., a former sponsor; the Hearst Corp., publisher of the *New York Daily Mirror*, which publishes his column, and King Features Syndicate, which services his column.

A statement described as authorized by Mr. Winchell and saying he had not said or meant to say the *Post*, its publisher or its editor had been pro-communist was read by a staff announcer at the start of Mr. Winchell's Sunday night (March 13) broadcast. A similar statement appeared in the Monday editions of the *Daily Mirror*.

The *Post*'s account said Mr. Winchell and his employers also agreed to pay the *Post* and Mr. Wechsler $30,000 to cover counsel fees and disbursements, and that the settlement also included discontinuance of Mr. Winchell's counter-suit against the *Post*, Dorothy Schiff, and Mr. Welchsler, but that "no payments were made to Winchell or his attorneys in connection with the withdrawal of his suit." Mrs. Schiff is publisher of the *Post* and also owns KLAC Los Angeles.

Announcement of the settlement of the controversy followed by only a few days the disclosure that Mr. Winchell had sought and received a release from his contract with ABC Radio and ABC-TV, effective Dec. 25 or earlier [B•T, March 14]. Mr. Winchell said at that time he had received an offer to produce tv shows for NBC. NBC confirmed that "informal discussions" had been held but said nothing had developed "beyond this stage."

NBC Appoints McMillan

APPOINTMENT of Randall R. McMillan as NBC purchasing agent was announced last week by William S. Hedges, vice president in charge of integrated services for the network. Mr. McMillan will report to Mr. Hedges.

In his new assignment, Mr. McMillan succeeds William D. Bloxham, who has retired after more than 25 years with NBC.

Mr. McMillan has been manager of purchasing for RCA Communications Inc. since February 1953. He joined that company in 1945.

NBC-TV Names Dodge To New Sales Post

APPOINTMENT of John H. Dodge to the newly-created position of eastern administrative sales manager of NBC-TV was announced last week by Walter D. Scott, the network's administrative sales manager. Mr. Dodge began his broadcasting career in 1934 as a salesman for WRC Washington. Three years later he was named sales manager of the station.

During World War II, he served as a lieutenant commander with U. S. Naval Intelligence, returning to NBC in 1946 in the tv sales department in New York. In 1947, he was named manager of the Boston office of NBC Spot Sales, serving there until 1950 when he became an account executive for NBC-TV.

New Ted Mack Show Slated To Start April 4 on NBC-TV

A NEW daytime show featuring Ted Mack is slated to bow April 4 on NBC-TV on a Monday-Friday basis, it was announced March 11. The live program, as yet untitled, will be a variety type with host Mack interviewing guests. A full orchestra will be used on the show, to be placed in the 3-3:30 p.m. EST period.

Although sponsorship has not been announced, it was reported that as many as three or four advertisers, still in negotiation, may share in picking up the tab.

Also reported under negotiation with NBC-TV is *Ted Mack's Original Amateur Hour*, which left the network last September. It then was sponsored by Pet Milk.

CONTRACT making KBET-TV Sacramento, Calif., a basic, interconnected affiliate of CBS-TV, effective March 20, is signed by John H. Schacht, vice president of Sacramento Telecasters Inc., owner and operator of the station. Participating are Bert Lown (l), western manager of CBS-TV station relations, and William P. Wright, Sacramento Telecasters president.

NETWORK PEOPLE

Dick Linkroum, producer, NBC-TV *Home*, appointed executive producer; **Ted Rogers,** formerly account executive, BBDO, N. Y., succeeds Mr. Linkroum.

John Marsich
Chief Timebuyer
Kudner Agency

"The Broadcasting Yearbook is a necessity for anyone who wants station or network information fast"

NBC'S COLOR CITY TO OPEN MARCH 27

Network spectacular will be opening telecast from $3.7 million Burbank project.

NEXT SUNDAY, NBC-TV will open its Color City in Burbank, Calif., described as the first tv studio especially designed for color tv production. The opening telecast will be a 1½ hour spectacular starring Milton Berle, Dinah Shore, Judy Holliday and Fred Allen [B•T, March 14].

The $3.7 million project contains studio space, technical and control facilities, and dressing and make-up rooms which occupy 12,600 sq. ft. Addition of Color City brings NBC-TV's total investment in its Burbank plant to over $7 million and the building facilities to 55,900 sq. ft., with further expansion contemplated as color tv matures.

Color City's studio serves a dual purpose. It is completely rigged and lighted so that the entire floor area can be used for dramatic production. However, when required, temporary bleachers and a permanent pit can be utilized to accommodate an audience. A color and projector system can be utilized to give an audience a 15x20 ft. view on a hanging screen of what is happening before the cameras.

The studio building is flanked by a technical building and a control and dressing room building.

The technical building (presently one-third its eventual size) will in time serve the entire NBC-TV Burbank operation. The first floor contains a satellite color studio and the central technical equipment room. The technical equipment room houses audio and video amplifiers and telephone equipment which serves a two-fold purpose of transmitting programs to the network and receiving network transmissions.

A film studio and other film equipment are installed on the second floor, as is a video control room. The projection room at present has two color RCA TK-23 three vidicon film cameras, each multiplexed to a 16mm projector, a 35mm projector and a slide projector.

The control and dressing room building has enough room to serve the future functions of another color studio, to be built next to it. On the first floor are located dressing and makeup rooms, placed to allow access to the studio building for quick changes. The second floor contains audio, program, video and lighting control rooms, plus technical studio audio and video equipment and a small maintenance shop.

The studio building itself houses four RCA TK-40A color camera chains, a newly-designed video-and-audio distribution system designed by NBC, and black-and-white and color monitors. Provisions for two more color camera chains have been provided.

ELABORATE lighting facilities are used by camera operators to make color tests at NBC-TV Color City, Burbank, which starts operation next Sunday. Each individual light and bank of lights can be pre-set and controlled from a master panel board.

Warner Bros. Enters Tv Field With Pact for ABC-TV Shows

ABC-TV last week was reported to have reached an agreement with Warner Bros. Pictures under which the film production company would produce a weekly, hour-long filmed program said to be similar in format to ABC-TV's *Disneyland*.

Such an agreement would mark the entry of Warner into the tv film production field. It also would be an extension of ABC-TV's plan of affiliation with a major Hollywood production company, begun with Walt Disney Productions.

The new Warner Bros. filmed show reportedly will consist of a variety of program material, probably with some of its film initially shot for theatrical release. It is believed that ABC-TV will schedule the new program on Tuesday night in order to compete more favorably with other networks on that night. ABC-TV's Tuesday night line-up now includes *Make Room for Daddy* (9-9:30 p.m.) and *U. S. Steel Hour-Elgin Hour* (9:30-10:30 p.m.).

Kagran Sets Expansion For NBC Exploitation

EXTENDED and intensified licensing activities at Kagran Corp (exploitation), New York, have been announced by J. M. Clifford, Kagran president and administrative vice president of NBC, which has recently acquired the property.

Mr. Clifford, who will continue his NBC duties, said it is expected that Edward L. Justin will soon be named to a "principal operating position" at Kagran. The exploitation of NBC properties other than those owned by Kagran will continue under Mitchell Benson. Sydney Rubin continues as manager of licensing, Mr. Clifford said.

The grant of contracts for Pinky Lee products and J. Fred Muggs hand puppets started NBC's activities in licensing merchandise in April 1954. The list of merchandise now numbers about 70 items, including dolls, puppets, games, comic books and pogo sticks associated with NBC properties. The Kagran catalog contains an even wider selection of merchandise, Mr. Clifford said. The firm will continue to handle the licensing and exploitation of all non-broadcast subsidiary rights in *Howdy Doody* and other Kagran-owned properties.

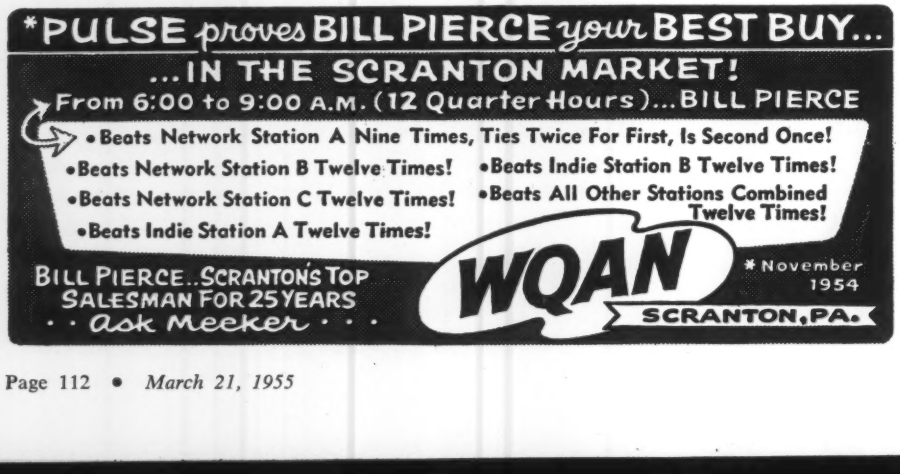
WNOE Becomes Independent, WTPS Takes MBS Affiliation

WNOE New Orleans has announced that effective last Saturday its affiliation with MBS has been severed and that it is now an independent station with a 24-hour-a-day music and news format. WNOE has been connected with MBS since 1941. Its contract with the network would have terminated at the end of this year.

Affiliation of WTPS New Orleans with MBS effective last Saturday was announced last week by Robert W. Carpenter, network director of station relations. The station is owned and operated by Times-Picayune Pub. Co. The station uses 1 kw daytime and 500 w nighttime on 940 kc. John F. Tims Jr. is president of the outlet. General manager is H. F. Wehrmann.

ABC Offers New Co-op Show

A NEW co-op program strip, *How to Fix It*, will begin April 4 on ABC Radio Monday-Friday at 10:15-10:25 p.m. EST to be sold as a straight package or on a spot participation basis to local and national spot advertisers. All stations on the network will be offered the program on a basis heretofore used only (and only occasionally) on ABC-TV. Stations which sell the program pay the network 25% of the sale. Price includes time and talent charges after the usual agency commission.


*PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter Hours)...BILL PIERCE
•Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
•Beats Network Station B Twelve Times!
•Beats Indie Station B Twelve Times!
•Beats Network Station C Twelve Times!
•Beats All Other Stations Combined Twelve Times!
•Beats Indie Station A Twelve Times!
BILL PIERCE..SCRANTON'S TOP SALESMAN FOR 25 YEARS
• • Ask Meeker • • •
WQAN
SCRANTON, PA.
* November 1954

THREE-WAY PLAN OFFERED BY RRPS

Station subscribers to RCA Thesaurus are offered detailed promotion involving station, manufacturer and retailer.

RCA Recorded Program Services, New York, on behalf of station subscribers to its RCA Thesaurus library, this week is launching its "Shop at the Store with the Mike on the Door" plan. It is an integrated advertising-merchandising-promotion program which stations can implement with their own staffs.

This week RRPS started sending to stations a 20-page operating manual intended as a full blueprint of the plan, providing details on various promotional, advertising and merchandising material that RCA will make available, plus suggestions on selling sponsors. The plant is intended primarily to sell radio as an advertising medium.

"We feel that some one has to give radio the push it needs and deserves," A. B. Sambrook, manager of RCA Recorded Program Services, told B•T. "We benefit directly in that anything that helps radio helps us."

The plan is available to Thesaurus subscribers without charge. To underline the point that there are no strings attached, the station is free to enroll as "Mike on the Door" members any sponsor on the station and not necessarily those advertisers who underwrite Thesaurus shows.

The plan is a three-pronged effort involving RCA Thesaurus, the subscriber station and local sponsors. The advertiser is supplied with a window decal carrying the station's call letters and frequency, the complete "Shop at the Store" slogan and three key words, "Quality—Value—Service." RCA Thesaurus provides know-how in the form of various promotional, merchandising and advertising aids. The local station supplies the follow-through.

Among the aids are messages by RCA Thesaurus personalities such as Nelson Eddy, June Valli, Freddy Martin, Sammy Kaye, and George Melachrino; written announcements to be delivered by local announcers on the plan; sponsor-selling brochure; the decals; publicity suggestions; presentation talks for local organizations; ideas for "Shop at the Store" feature program; "Lucky Name Sweepstakes" contest and "Shop at the Store" telephone quiz.

The station is asked to use as many announcements as possible on the air to hammer home the theme—"Shop at the Store with the Mike on the Door." It is also suggested that the stations, using a Thesaurus-devised format, schedule a daily "Shop at the Store" program.

The sponsor participating in "Shop at the Store" may place copyrighted decals on store windows, doors, trucks, etc. He may also make use of the slogan in his newspaper, direct mail and other advertising. The sponsor also is supplied with finished art work of the decal for use in his advertisements.

Community Tv System Sold to New Cable Corp.

PURCHASE of what was described as the largest community tv system in the U. S. was announced last week by Charles E. Brown, president of the Williamsport (Pa.) Jerrold Television Cable Corp. and an associate in J. H. Whitney & Co., New York, venture capital firm, and Clive Runnells Jr. of Houston, Tex., who purchased the property on behalf of himself and a number of business associates. Mr. Runnells will serve as president of the new company which will be called Williamsport T-V Cable Corp.

Sale was negotiated by Howard E. Stark, New York, radio and television broker, for an undisclosed price. The antenna system, Mr. Runnells said, will serve approximately 6,000 families in Williamsport. The operation originally began in November 1952 and had provided tv reception on five channels to the community which has a population of 60,000.

Mr. Runnells said that Ray Schneider will continue as vice president and general manager of the operation. Board of directors of Williamsport T-V are: John C. Flanagan, Jack Binion, William H. Francis, W. T. Campbell and A. J. Farfel, all of Houston.

Gotham Appoints Volkell As Harry Landon Resigns

AS PART of a series of major personnel changes at Gotham Recording Corp., New York, Robert M. Volkell, formerly comptroller of the company, was named last week to the new post of director of sales and service. He assumes the duties of Harry Landon, general manager, who has resigned to join Studio Program Service Inc., New York, effective April 1.

MR. VOLKELL

Other appointments announced by Herbert M. Moss and Stephen F. Temmer, president and vice president, respectively, of Gotham, are those of Edward J. Norman, formerly an engineer in London with British Decca, as recording engineer; Lawrence Lotto, a certified public accountant, as comptroller, and of several engineers and sales personnel, who will join the "pop" recording department on April 1.

Messrs, Moss and Temmer reported that in observance of the company's fifth anniversary this month, an "across-the-board" wage increase has been voted for Gotham personnel.

World Offers Stations Baseball Season Shows

SERIES of 26 half-hour weekly baseball programs, to coincide with the start of the major league baseball season in April and ending with the World Series, has been released by World Broadcasting System, New York, to its affiliated stations.

Features in the package include: *Scoreboard,* which describes famous baseball scores and how they were made; *Hall of Fame,* tributes to great names in baseball; *Home Run,* which deals with facts about home run records, and *Home Team,* which will provide stations with the opportunity to offer listeners general information and news about local scores.

World also is offering stations a variety of new baseball songs. Along with the kits, the firm has made available special promotion material, press releases and advertising mats. Kits allow for the sale of five participating commercials per broadcast for a total of 130 during the baseball season.

Marciano-Cockell on TNT

PLANS for a coast-to-coast telecast of the Marciano-Cockell heavyweight championship fight May 16 via TNT (Theatre Network Television Inc.), New York, were announced last week.

The TNT closed-circuit telecast will be the only tv showing of the fight. The fight will originate in San Francisco and will be seen in theatres throughout the country, with the exception of California, which will be blacked out.

PROGRAM SERVICE SHORTS

Harry S. Goodman Productions, N. Y., and **DuMont Television Network** mutually have terminated five-year contract for *One Minute Please* panel show and deal now being negotiated with network sponsor through **MCA,** N. Y., now representing property, according to Goodman Productions.

PROGRAM SERVICE PEOPLE

Patrick McCullough, former rewrite man, former *Washington Times-Herald,* appointed public relations director, Telecom Systems Inc. (closed-circuit tv), N. Y.

Herb Newman, sales dept., Decca Records, Hollywood, and **Lou Bedell,** entertainer, form ERA Record Co., Hollywood, with offices at 1213 N. Highland Ave.

Al Gordon, former news and special events director, KFWB Hollywood, to Los Angeles County Heart Assn. as radio-tv coordinator.

N. T. Gallucci, Gallucci Bros. & Assoc., Waterbury, Conn., father of boy, Nicholas Thomas, March 8.

Quad-City Employment is on Upswing!

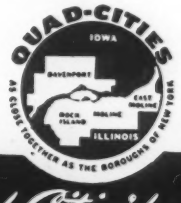
Employment at the large farm implement plants and at some 300 other factories is keeping pace with increased production schedules. Forecasts of a busy prosperous 1955 in the Quad-Cities are materializing early and rapidly.

•

The Quad-Cities offer you a good marketing opportunity. WHBF is "The Quad-Cities' Favorite".

•

CBS FOR THE



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

RCA Signal Amplifier Developed for Color

DEVELOPMENT by RCA of a color-signal processing amplifier which makes possible reductions in the size, cost and space requirements of color television studio camera equipment was announced last week by Theodore A. Smith, vice president and general manager, RCA Engineering Products Div.

Mr. Smith said the new product performs all signal processing functions and eliminates such major components as the channel amplifier, distribution amplifier, six power supplies used in previous camera equipment, gamma corrector, shading generator and monitor auxiliary. The processing amplifier will be the heart of a new type of RCA live color television camera chain equipment which will be available to broadcasters this month. The new chain will sell for $49,000.

Mr. Smith pointed out that use of the new product would save broadcasters studio floor space and power and cut operating costs. It also offers the advantage of more economical and efficient camera operation.

The RCA processing amplifier is built around four plug-in video amplifiers which combine to perform the functions of numerous types of other components.

Three of the plug-in units perform such functions as cable compensation, video amplification, blanking insertion, shading insertion, feedback clamping, linear clipping, gamma correction and output amplification, Mr. Smith said. The fourth amplifier serves as the video section

A. R. HOPKINS (seated), manager of RCA Broadcast Equipment Marketing, and Theodore A. Smith, vice president-general manager of RCA Engineering Products Div., demonstrate how the newly-developed color processing amplifier's compact design permits its mounting in a section of a control room console.

of an electronic switcher and can be used to select on the master monitor either individual or combination presentations of the red-green-blue video signals from the camera.

CAMART
TV TRIPOD SUPPORTS

● TRIANGLE
$29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.

● CAR-TOP CLAMPS

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three: $28.00

THE CAMERA • MART INC.
1845 Broadway, near 60th Street
New York 23, N. Y. • Circle 6-0930
Cable Address - CAMERAMART

RCA Charges Zenith With Delaying Tactics

LONG-STANDING legal skirmish between RCA and Zenith Radio Corp. resumed last week when RCA accused Zenith of "deliberately" attempting to delay its nine-year-old patent and anti-trust suit against RCA, General Electric and Western Electric in the Delaware district court.

The charge against Zenith was contained in a brief filed with the U. S. Supreme Court by Adlai E. Stevenson and John T. Cahill, counsel for RCA, in support of an appeal to that court to compel Zenith to submit the issue to trial "in accordance with the Delaware court's blueprint for the disposition of the case."

The brief stated that Zenith was "using a later suit in Chicago [B•T, Nov. 22, 1954] to obtain this delay and to avoid the decisions of the Delaware court in which Zenith first brought suit." It added that "too many litigants are finding it difficult to get one trial without burdening the federal judicial system with too long, sprawling proceedings in the same controversy."

Reviewing the history of the litigation between the two companies, RCA stated that "Zenith instituted this controversy—in 1946—in Delaware by attacking the patents licensed by RCA and everything else RCA has ever done."

Chief Judge Paul Leahy of the Delaware court, the brief continued, had established a "blueprint" for the "orderly disposition of the case . . ."

Zenith, RCA charged, "has consistently refused to proceed with anti-trust discovery pursuant to Judge Leahy's blueprint, and is now attempting to delay even the patent case in Delaware while the Illinois case proceeds."

Zenith filed its treble-damage, $16 million anti-trust suit in Chicago last June. Oral argument was heard in October.

Compact Microwave Link Demonstrated by Raytheon

NEW microwave radio link for color and black-and-white tv, with sound, was demonstrated to government and industry representatives last week in Washington by Raytheon Manufacturing Co.

Useful for studio-transmitter links, remote pickups and interconnections, the four-suitcase package includes transmitter and receiver and control units for each, plus tripods and four-ft. parabolic antennas. Each unit of the KTR-100 weighs about 40 lbs.

Operating with .1 w output, and with an effective radiated power of up to 1 kw, the system uses a klystron tube and operates in the 6,000 mc common carrier band, the 7,000 broadcast, common carrier and military band, and the 13,000 mc broadcast and common carrier band. The complete system sells for $9,500, compared to $12,000-$12,500 for other systems, it was pointed out.

Raytheon also announced that it was manufacturing 10 mc wide microwave link for use in the field sequential system—the CBS system being manufactured by GE. This will cost about $10,000, it was said.

Also shown at the Washington demonstration was a new voice system comprised of two transceivers, operating on 26 mc. Each unit is complete with its own antenna and handsets. Cost is $885.

RCA Produces Microwave System With 10 Kw ERP

PRODUCTION of a high-power broadcast microwave system which reportedly will deliver stronger, more stable tv signals over greater distances than existing comparable equipment was announced last week by RCA's Engineering Products Div. The new system, Type TVM-1A, features approximately 20 times the power margin of previous RCA broadcast microwave equipment, A. R. Hopkins, manager of RCA broadcast equipment marketing, said.

Mr. Hopkins reported that the system is capable of 10 kw effective radiated power, from a one-watt transmitter, on any selected frequency between 5,850 and 7,125 mc.

The system is built around the high power relay transmitter and a relay receiver which has 3 db greater sensitivity than previous types, Mr. Hopkins said. It can be used for direct studio-to-transmitter transmissions, to transmit video signals from field cameras to the station control room and as a repeater station for multi-hop operation over long distances or geographic obstacles.

Mr. Hopkins said the system also offers broadcasters greater operating bandwidth, transmitter automatic frequency control, transmitter picture monitor and sound diplexing. The sound diplexer, which is supplied with the equipment, enables the microwave system to transmit sound and color signals simultaneously, he said.

3M Names Wetzel, Holton To General Managerships

APPOINTMENTS of Dr. Wilfred W. Wetzel as general manager of magnetic products, and of Robert V. Holton as general manager of electrical products, were announced last week by Minnesota Mining & Mfg. Co., St. Paul. Leonard Johnson was named to succeed Mr. Holton as general sales manager. Dr. Wetzel has been technical director of magnetic

products since 1948 and is credited with outstanding research on magnetic film and sound in the recording field. Mr. Holton joined 3M in 1943 and was appointed sales manager of electrical tapes in 1948. He has been general sales manager since 1953. Mr. Johnson has been sales manager of electrical products since 1950. Minnesota Mining markets and sells insulating tapes and films and splicing devices, and is a network broadcast advertiser

3M Annual Report Shows Record Sales, Earnings

MINNESOTA Mining & Mfg. Co. last week reported record-breaking sales of $230.8 million and earnings of $24.6 million for the past year.

Three M's current assets were labeled as $102.4 million at year's end, its highest to date. Sales and earnings last year were $219.9 million and $17.9 million, respectively. In its financial report, W. L. McKnight, board chairman, and H. P. Buetow, president, stressed the rising importance of product development and research.

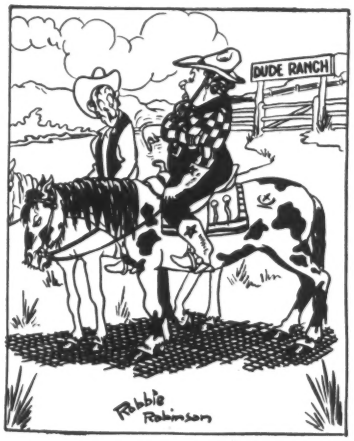
The company also noted that by the end of 1954, 270,000 cellophane tape dispensers had been sent out in response to requests from listeners and viewers of Arthur Godfrey's radio-tv programs.

DuMont Has New Tv Amplifier

DEVELOPMENT of a new television distribution amplifier, type 5437-A, was announced last week by Kenneth F. Peterson, marketing manager for the television transmitter department of Allen B. DuMont Labs, Clifton, N. J.

Mr. Peterson described the amplifier as a compact unit containing three identical distribution amplifier strips which may be used for distributing pulse signals, video signals or composite video signals to various units of studio broadcast equipment. Any strip also may serve as a sync-mixing amplifier, he said.

The unit can be used for color system video distribution as well as for black-and-white. The amplifier is constructed on a single 5¼-inch chassis of standard 19-inch width. Each of the three distribution strips provides for one high-impedance input and two isolated source-terminated outputs. The small chassis size permits multiple amplifier units to be completely rack-mounted where larger scale operations are desired, Mr. Peterson said.



"KRIZ Phoenix said to ride safely. When do I blow my saddle horn?"

Siragusa Sees Imminence Of Color Mass Production

COLOR TELEVISION should enter its "first mass production phase" the last quarter of this year and reach "major proportions" by 1956 and 1957, Ross D. Siragusa, president of Admiral Corp., predicted last week.

His statements were contained in Admiral's 1954 annual report, which showed consolidated net sales of $219,565,089 compared to $250,931,605 for 1953 and net earnings of $6,547,974 as against $8,223,160 the previous year. Mr. Siragusa attributed lower sales largely to military production.

"Keen industry-competition brought on lower retail prices for television and with them reduced profits at all levels during the first half," he reported. "Substantially higher sales in the second half, coupled with increased efficiency and lower operating costs, resulted in more satisfactory profit margins."

Mr. Siragusa said fourth-quarter sales exceeded those for that period in 1953, offsetting military reductions, and predicted industry-wide tv sales of 6.5 million sets in 1955, including "a trickle of color receivers in the second half." Admiral plans a five-year expansion program in color tv and foreign and domestic manufacturing. Mr. Siragusa disclosed the formation of subsidiaries in Australia, Italy and Mexico. Overall sales and earnings this year for the industry should surpass those of 1954, he felt.

Radio, Tv Set Production In January Up 25%, 50%

RADIO set production in January ran about 25% above the same month year ago, with tv output up about 50%, according to Radio-Electronics-Tv Mfrs. Assn. January radio production totaled 1,068,146 sets compared to 871,981 in 1954; tv output was 654,582 sets compared to 420,571 in 1954.

Of January radio output, 1,068,146 total consisted of 280,121 home models, 166,885 clock, 47,303 portable, 573,837 auto. Of tv production, 117,095, or 17.89% of total, had uhf tuning facilities. Radios with fm tuning circuits totaled 16,569; 1,498 tv sets had fm circuits.

MANUFACTURING SHORTS

Port-O-Vox Corp., N. Y., announces new wireless microphone employing five sub-miniature tubes in pocket fm transmitter to be worn on person, with final amplifier input power of 200 milliwatts on frequency of 27.51 mc. All components are sub-miniatures mounted on phenolic printed circuit board. Companion fm receiver employing 18 tubes feeds into public address amplifiers, recorders, etc. Literature available from firm at 521 W. 43d St., N. Y. 36.

Sylvania Electric Products Inc., N. Y., announces selection of site of over 30 acres in Camillus, N. Y., for construction of new Data Processing Center. Construction on building, approximately 50,000 sq. ft., expected to start as soon as purchase contract is signed. Center will provide centralization of data processing including gathering, recording, computing and classifying of variety of company information.

MANUFACTURING PEOPLE

Vice Adm. John B. Moss, USN ret., elected president, Hoffman Labs Inc., research subsidiary of Hoffman Electronics Corp. (radio-tv manufacturer), L. A., succeeding **H. L. Hogman,** who becomes chairman of board; **James T. McAllister,** national service manager, radio div., Hoffman Electronics, named quality control manager.

Edward F. Miller, general purchasing staff manager, Stromberg-Carlson Co., Rochester, N. Y., appointed to head newly-created value analysis department.

Alfred Y. Bentley, technical assistant to president, Allen B. DuMont Labs, Clifton, N. J., appointed assistant manager, cathode-ray tube div.; **Frederick C. Zorn,** DuMont Labs wage and salary administrator, appointed administrative assistant to tv receiver sales division manager.

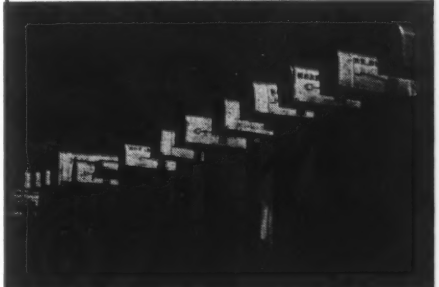
Leonard G. Taggart, purchasing director, Sylvania Electric Products Inc., N. Y., appointed chief purchasing agent, radio-tv div., headquartering in Batavia, N. Y. Transfer from corporate to divisional level in line with company policy of placing greater emphasis on divisional level purchasing function.

Wesley A. Sager Jr., former manager, Albany, N. Y., office, General Credit Corp., appointed to newly-created position, credits and collections manager, radio-tv dept., General Electric Co., Schenectady, N. Y.

P. M. Davis, in charge of structural sales for 11 western states, Emsco Mfg. Co. (towers), Houston, appointed manager of structural sales.

William S. Peters appointed Chicago area transistor sales manager, Raytheon Mfg. Co., Waltham, Mass.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

CARTB 30TH ANNUAL MEET STARTS TODAY

For the first time, the Canadian broadcasters' association will conduct separate radio and television sessions.

SEPARATE radio and television sessions will be held for the first time by the Canadian Assn. of Radio & Television Broadcasters at its 30th annual meeting today (Monday). The meeting will be held at the Chateau Frontenac, Quebec City, Que., under the chairmanship of the association's president, Finlay MacDonald of CJCH Halifax. More than 300 members and affiliates of the industry are expected to attend.

The keynote address will be delivered at the opening session by Frank Owen, columnist of the *London Daily Express* and former editor of the *London Daily Mail*. He will be followed by James P. Furniss, vice president of the Citizens & Southern National Bank, Atlanta, Ga., who will discuss radio advertising for banks.

The afternoon session will include a panel discussion on newscasts by Vancouver broadcasters Sam Ross and Bert Cannings of CKWX, and Dorwin Baird and Jack Webster of CJOR. John Karol, vice president of CBS Radio, will discuss "Radio's Resurgence" and give the first Canadian film presentation of "Tune in Tomorrow," a presentation for radio.

The annual dinner, to be held Monday evening, will be chairmanned by Jack Davidson, CARTB vice president, and will feature an address by Thomas O'Neill, president of MBS, on "Tomorrow's Radio."

Tuesday's morning meeting will be devoted to tv problems, followed in the afternoon by a CARTB business meeting. Wednesday morning will be devoted to radio problems and will feature a talk by Joe Ward of Advertising Research Bureau. A joint radio-tv business meeting will be held in the afternoon. A CARTB board meeting is slated for Thursday morning.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/3 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Canadian Station Representatives, Limited

Canada: All-Canada Radio Facilities, Limited

CBC Receives $15 Million From Tax on Sets, Tubes

A RETURN filed in the House of Commons at Ottawa shows that the Canadian Broadcasting Corp. received $15,005,310 from the 15% excise tax collected on all television and radio sets and tubes sold in Canada during the last 10 months of 1954. In this period, March-December, radio sets sold totaled 417,546, valued at $30,320,908. Of these, 14,718 sets, valued at $789,576, were imported and subject to the tax. Excise tax collected on radio sets was $3,367,918.

In the March-December 1954 period there were 551,431 tv sets sold in Canada, valued at $189,513,470. Of these, 15,913 tv sets were imported at a value of $1,713,644. Tax on tv sets collected for the CBC amounted to $11,637,392.

Total sale of radio sets and imports in the calendar year 1954 amounted to 502,967 sets valued at $36,736,014. Total sale and imports of tv sets in the January-December period amounted to 642,941 sets valued at $218,531,791.

Canadian Shows Top February Network Offerings

FIVE Canadian radio shows were among the top eight evening programs heard on Canadian networks during February, according to Elliott-Haynes Ltd.

The top eight network shows were: *Our Miss Brooks*, 16.6; *Radio Theatre*, 14.4; *Wayne & Shuster* (Canadian), 10.8; *Army Show* (Canadian), 10.2; *Singing Stars of Tomorrow* (Canadian), 9; *Championship Fights*, 9; *NHL Hockey* (Canadian), 8.5, and *Toronto Symphony Concert* (Canadian), 6.7.

Leaders of 14 daytime radio network shows were: *Ma Perkins*, 15; *Guiding Light*, 14.2; *Pepper Young's Family*, 13.9; *Right to Happiness*, 13.1, and *Road of Life*, 12.1.

French-language evening radio network shows were led by *Un Homme et Son Peche*, 39.3; *La Famille Plouffe*, 30.7, *Le Survenant*, 28.7; *La Voix du CARC*, 17.3, and *Zezette*, 16.9. Daytime French-language shows were led by *Jeunesse Doree*, 31, *Rue Principale*, 29.3, *Vies de Femmes*, 29, *Je Vous ai Tant Aime*, 29, and *Francine Louvain*, 26.

Inter Tv Films Ltd. Formed in Montreal

FORMATION of Inter Tv Films Ltd. was completed last week in Montreal by Marcel Leduc, president of International Tv Film Services Ltd., New York, who will also serve the new organization as president. The Canadian firm has taken over control of Robjou Films Inc., Montreal, which represents film production organizations in Europe.

Inter Tv Films Ltd. will function as the parent company controlling International Tv Film Services Ltd. and Robjou Films. Several new series for tv are already in the planning stages for production abroad, Mr. Leduc said.

Radio Time Sales Ltd. of Canada has been appointed by Mr. Leduc to represent Inter Tv Films in Canada. Sales in the U. S. are being handled by International Tv Film Services Ltd. Other sales offices have been established in Toronto, London, Hollywood, Paris, Rome, Amsterdam and Madrid.

British Commercial Tv Eyes 10% of Ad Outlays

SIR KENNETH CLARK, chairman of the British Independent Television Authority, has said that commercial television in Britain may get a share of about 10% out of the total of £230 million ($644 million) spent annually by British advertisers. Speaking before the Manchester Publicity Assn., he said, however, that up to now exact income and expenditures of the new medium "is anybody's guess" due to the lack of technical experience in the frequency bands reserved in Britian for commercial television.

A one-minute spot announcement in the London area will cost advertisers as much as £1,000 ($2,800), the Associated Broadcasting Co., one of five or six firms that will package British commercial tv programs, announced last week. This rate is only for what is considered peak viewing time—8 to 9:30 p.m., Saturday and Sunday. The rest of the evening time will cost £600 ($1,680) a minute. Top cost in the Birmingham area will be £500 ($1,400). Associated has the franchise for London on weekends and Birmingham on weekdays. Spot commercials will be limited to about five minutes per hour.

* * *

The Four Falconers Ltd., formed to produce commercial tv programs, has been registered. Directors are James Robertson Justice, who is a director of Essanay Ltd., and Richard Meyer, a director of Essanay Ltd. The company plans to start with a series of 15- and 30-minute programs.

* * *

A survey by Messrs. Alfred Pemberton, British advertising agency, indicates that: "If the advertiser waits until the full program schedule is announced he may find all available time sold to competitors. Under these circumstances, unprecedented in the history of advertising, it becomes the agencies' task to act as an intelligence service to obtain pre-release information on all entertainment programs planned by the program contractors."

* * *

The number of television licenses in Great Britain and Northern Ireland increased by 151,783 during the month of January. Total of broadcast receiving licenses now is at 13,903,950, including 4,307,772 for television and 263,741 for auto radios.

Egan Succeeds Lang As Director of RFE

RESIGNATION of Robert E. Lang as the director of Radio Free Europe and the appointment of William J. Convery Egan to succeed him were announced last week by Arthur W. Page, chairman of the Free Europe Committee Inc.

Mr. Egan, formerly with the State Dept., had been acting director of Radio Free Europe during Mr. Lang's recent absence on special duty.

The committee expressed "warm appreciation for Mr. Lang's valuable service in organizing the work of Radio Free Europe and carrying it to its present effectiveness," and asked Mr. Lang to undertake special work on its behalf.

Canada's Tv Sets

AS OF JAN. 31 there were 1,265,399 tv sets in use in Canada, according to tabulations of All-Canada Television and the Radio-Television Mfrs. Assn. of Canada. This is up from 1,209,639 at the end of 1954.

INTERNATIONAL SHORTS

CKFI Fort Frances, Ont., has changed call letters to CFOB.

Bell Telephone Co. of Canada, Toronto, has placed contract for 41 steel towers for microwave relay network from Toronto to Winnipeg, about 1,500 miles, with Provincial Engineering Ltd., Niagara Falls, Ont. Canadian Broadcasting Corp., Toronto, was erroneously reported in B•T Feb. 21, as having placed contract.

CHUM Toronto has appointed Radio & Television Sales Inc., Montreal, as representative except for Toronto area.

CHAT Medicine Hat, Alta., has appointed Paul Mulvihill as representative in Toronto and Montreal effective April 1; **CFUN** Vancouver, B. C., has appointed Mulvihill as representative in Toronto and Montreal.

CKCY Sault St. Marie, Ont., new 250 w station on 1400 kc, will go on air May 1, represented by Stephens & Towndrow Ltd., Toronto.

CHAB Moose Jaw, Sask., has appointed Stephens & Towndrow Ltd., Toronto, as representative in that city and Radio Times Sales Quebec Ltd. for Montreal area.

INTERNATIONAL PEOPLE

Dennis Townsend, CHSJ St. John, N. B., transfers to CHSJ-TV as program director.

Pierre Petel, formerly senior producer, tv program headquarters, Canadian Broadcasting Corp., Montreal, to Grant Adv. of Canada Ltd., Toronto, as Montreal office manager and radio-tv director.

Ted Abrams to CFCF Montreal as sales promotion manager, succeeding **Arthur Weinthal,** who is named to audience and station promotion duties.

P. Burke Smith, Canadian advertising manager, Procter & Gamble of Canada Ltd., Toronto, transferred to France as French advertising director, headquartering in Paris.

Quentin Brown, production director, Crawley Films, Ottawa, appointed director of new tv film unit at Toronto.

Jack Hulme, sales representative, world program sales div., and Ontario sales representative, all-Canada program div., All-Canada Television, Toronto, appointed to tv time sales and service department.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

Educator Recommends Tv For Solving School Problems

EDUCATORS from 14 states meeting in Atlanta under the sponsorship of the Southern Regional Educational Board heard Dr. John E. Ivey Jr., SREB director, warn against "lockstep mentality and educational-as-usual planning" in urging wider application of tv to educational purposes.

He said that television might be the "one big answer" to the problems facing public school education today.

Haskell Boyter, director of radio education for Atlanta schools, said an application for a uhf educational station is being drawn up for submission to the FCC and Redding S. Sugg Jr., staff associate of the SREB, informed the 50-member group that nine other educational tv stations are now in the planning stage in the South.

Other associates and speakers to the three-day conference were: Lynn Poole, director of public relations, Johns Hopkins U., Baltimore; Dr. Franklin Dunham, U. S. Office of Education; Dr. Armand Hunter, Michigan State College; Dr. George Arms, producer-director, KUHT (TV) Houston, educational outlet; Dr. Louis Raths, New York U., and Ralph Steetle, executive director, Joint Committee on Educational Tv, Washington.

NAEB Sets April 1 Deadline For Scholarship Applicants

APRIL 1 is the mailing deadline on applications for scholarships to 1955 tv workshops or summer sessions, according to the National Assn. of Educational Broadcasters, which is awarding up to forty $150 scholarships in connection with the educational program.

The scholarships, made possible by a grant from the Fund for Adult Education, will go to those applicants selected on basis of educational radio and tv experience, education and experience in related arts, and, particularly, on the contribution to educational tv likely to result from workshop attendance.

While no more than 40 scholarships can be awarded, the NAEB's Professional Advancement Committee may award fewer, based on applicants' qualifications and on the course and institution requested. Grantees can attend qualified, accredited or recognized workshops or summer sessions of their choice if the proposed program of study meets with the selection committee's approval, it was pointed out. Applications are being received by Dr. Harry J. Skornia, executive director, NAEB, 14 Gregory Hall, Urbana, Ill. Grantees are to be notified by May 1.

WRCA-AM-TV Reveals Plan To Train College Students

AS a means of encouraging the development of radio-tv newsmen for the industry as a whole, WRCA-AM-TV New York has announced plans for establishing a "college" stringer system, staffed by students from colleges and universities in the New York metropolitan area.

Called "Operation Classroom," the plan was described by Hamilton Shea, vice president in charge of the stations, at a meeting of 50 faculty representatives and undergraduate students from 27 nearby colleges. Mr. Shea explained that each college reporter will be placed under the supervision of Bill Berns, director of news and special events for the stations. The reporter, he said, will be expected to cover his campus and make regular reports to the stations, and will be given the opportunity to accompany WRCA's roving reporter on assignments. From time to time, college reporters will interview guests appearing on WRCA-AM-TV's weekly *Citizen's Union Searchlight.*

Mr. Berns told the group that the plan was "one method of developing potential newsmen and reporters for the benefit of the whole industry."

Conn. Educ. Tv Plan Favors Shows on Commercial Stations

THE CONNECTICUT General Assembly's joint education committee has reported favorably on a bill to appropriate $150,000 for an educational tv "pilot" program for use on commercial stations. Under the plan, a state commission would be set up to supervise the preparation of educational programs for commercial stations. Members of the joint committee were quoted as saying there was little support within the committee for a plan endorsed by the state board of education and the U. of Connecticut for a $2 million appropriation for a three-station network of educational tv stations.

Chapel Hill Workshop Set

TWO-DAY radio-tv workshop sponsored by 12 Junior League chapters in North and South Carolina will be held Thursday and Friday at Chapel Hill, N. C. Purpose of the session is to help league members carry out more effectively their volunteer services in producing programs in cooperation with their local radio and tv stations, according to Louella Hoskins, consultant on radio-tv for the Assn. of Junior Leagues of America Inc., New York.

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PROFESSIONAL SERVICES

Thomas Dowd's Name Added To Pierson & Ball Law Firm

CHANGE in name of Washington law firm of Pierson & Ball to Pierson, Ball & Dowd has been announced. The third name is that of Thomas N. Dowd, who has been associated with W. Theodore Pierson since Mr. Pierson began private law practice in 1940.

MR. DOWD

Mr. Dowd, who was born 38 years ago in Sioux City, Iowa, received his AB degree in 1939 and his JD degree in 1942 from George Washington U., Washington, D. C. During his law school years, he worked as a law clerk for Mr. Pierson, formerly FCC attorney. Mr. Dowd joined the Marine Corps and fought in the Pacific during World War II. He holds the rank of major in the Marine Corps Reserves. He returned to the Pierson firm in 1946. He was carried as a member of the firm and made a partner in 1944 during the war years.

Other partners of the firm are Frederic J. Ball, Harrison T. Slaughter, Ralph L. Walker, Vernon C. Kohlhaas, Lowell J. Bradford, Robert E. Hodson and Harold D. Cohen.

O'Donnell, Ehrig Join Daly

ATTORNEYS Matthew Bernard O'Donnell Jr. and Lenore G. Ehrig have joined the Washington radio law office of Harry J. Daly, located in the Pennsylvania Bldg. Mr. O'Donnell is a graduate of Notre Dame and Georgetown Law School. At present he is attending the Georgetown Graduate School of Law. Miss Ehrig is a graduate of National U. Law School. She served as attorney with the Office of Salary Stabilization and in the law office of Andrew G. Haley as well as doing research work for Fischer, Willis & Panzer.

Fisher Named Law Partner

BEN C. FISHER, of the Washington law offices of Fisher, Wayland, Duvall & Southmayd, has become a partner in the firm, it has been announced. Mr. Fisher is son of the late Ben S. Fisher, partner in the firm who died last year. He is a graduate of the U. of Illinois and Harvard Law School and is a former law clerk to Circuit Judge Learned Hand. He presently is serving as secretary to the Federal Communications Bar Assn.

Beckjorden to Personnel

ELISABETH BECKJORDEN, radio and tv consultant, has joined the staff of Personnel Assoc., New York, employment agency specializing in the advertising field. Mrs. Beckjorden, who will head the agency's broadcasting department, which serves stations, representatives, advertising agencies, radio-tv departments, film producers and distributors, also will continue her consultant activities.

MRS. BECKJORDEN

Mrs. Beckjorden was formerly assistant national public relations - publicity director of Motion Pictures for Television, New York, and prior to that publicity, promotion and research director of the O. L. Taylor Co., station representative firm.

PROFESSIONAL SERVICE PEOPLE

Sidney G. Pietzsch, senior account executive, Witherspoon & Ridings (public relations), Dallas, Tex., promoted to vice president.

MR. PIETZSCH

Robert J. Burow, business manager, *Danville* (Ill.) *Commercial-News* (WDAN-AM-TV), appointed general manager of paper.

Edwin T. Shields, publicity director, Hoffman Electronics Corp., L. A., to Burns W. Lee Assoc. (public relations), same city, as account executive.

Edith M. Holland, formerly assistant to promotion-publicity and public relations managers, KFAB Omaha, to Wilson-Wadley Enterprises (public relations), Washington, as special assistant to owners.

Albert J. Feigen, former attorney, Federal Power Commission, Washington, to Dempsey & Koplovitz (law), same city.

PROFESSIONAL SERVICE SHORTS

Page Communications Engineers Inc., Washington, has released "Channels Unlimited," brochure describing its services and operation.

AWARDS

Tv Writers to Base Awards On First Six Months of '55

THE FIRST awards to be given by Tv Writers Branch, Writers Guild of America West, Hollywood, will be based on scripts produced during the first six months of this year. Thereafter, the awards year will start on July 1 and end June 30.

Members are asked to nominate five programs in each of four categories: best situation comedy, best variety comedy, best dramatic anthology and best dramatic episode. Both live and film shows are eligible, with awards shared where two or more writers are involved (i.e., original writer and adapter).

Voting will be confined to WGAW members, excluding WGA East, for the first awards.

Wehde Named 1955 Chairman Of Woman's Award Committee

APPOINTMENT of Ursula M. Wehde, account executive at Hoffman & York Inc., Milwaukee advertising agency, as general national chairman of the 1955 Advertising Woman of the Year Award Committee has been announced by Mary E. Busch, vice president of the Advertising Federation of America and chairman of the AFA Council of Women's Advertising Clubs.

At the same time, Miss Busch announced that Josephine V. Keim, creative copy-contact staff, Al Paul Lefton Co., New York, would serve as national publicity chairman and Joan Hirsch, fashion coordinator, Buffalo, as national finance chairman.

The Advertising Woman of the Year Award will be presented to the woman deemed to have contributed most to the growth of the advertising profession. The selection will be made by a panel of three judges and the announcement and presentation of the award will be made at the AFA's annual convention in Chicago June 5-8.

Talent Assoc. Awards Set

ESTABLISHMENT of the Talent Associates television awards competition for the three best original half-hour television plays by undergraduate college or university students was announced last week by Talent Associates Ltd., New York, tv producing and packaging firm.

The awards will include $1,000 for the first prize; $500, second prize and $250, third prize. The contest will be judged by tv writers N. Richard Nash, Robert Alan Arthur and David Shaw. The deadline for the competition is June 15, 1955. All inquiries and communications should be addressed to Play Awards Editor, Talent Associates Ltd., 41 E. 50th St., New York 22, N. Y.

Arthur Levey, president of the producing firm, said it is planned to make the competition an annual affair.

AWARD SHORTS

Betty Stickle, conductor, *Story-Time,* WNNJ Newton, N. J., awarded radio-tv scholarship by New Jersey Synod of Presbyterian Church.

E. Preston Stover, program operations manager, WPTZ (TV) Philadelphia, presented Award of Merit from United Fund of Philadelphia.

Robert Wogan, operations supervisor, NBC Radio, awarded certificate of commendation by National Guard Bureau, U. S. Dept. of Defense, "in recognition of patriotic service to the National Guard of the U. S. during the year 1953-54."

JOSEPH E. BAUDINO (c), chairman of the board of Radio Advertising Bureau, presents two citations to former association leaders for contributions to the industry. Charles C. Caley (l), former chairman of the board of Broadcast Advertising Bureau, forerunner of RAB, and president of WMBD Peoria, Ill., and Robert D. Swezey (r) former board member and chairman of the committee which formed the original Broadcast Advertising Bureau, and executive vice president of WDSU New Orleans, were recipients.

WFDF Flint, Mich., presented special plaque by Genesee County (Mich.) 4-H Club in recognition of meritorious service.

KXOK St. Louis cited by four Jewish congregations in St. Louis area during 20th anniversary celebration of *Voice of Israel* program.

Dr. Susan B. Riley, national president, American Assn. of University Women, and English professor, George Peabody College for Teachers, Nashville, Tenn., and **Turner Catledge,** managing editor, *New York Times,* appointed to awards committee, Alfred I. duPont Awards Foundation, which names annual winners of duPont radio-tv awards.

CBS-TV *You Are There* chosen best educational program on tv by high school editors in poll conducted by *Compact* magazine.

Joe Rosenfield Jr., conductor, *Happiness Exchange,* WMGM New York, presented citation from Veterans Hospital Radio Guild "in appreciation of his devoted efforts in behalf of our hospitalized veterans . . ."

Lynn C. Thomas, general manager, KWRO Coquille, Ore., presented U. S. Air Force Public Service Award for outstanding service to USAF in civilian capacity.

Ralph Kanna, production director, WKNB-TV New Britain, Conn., presented award from Business & Professional Women's Club of Hartford (Conn.) for *Adventures of Petey* program.

Chet Huntley, news commentator, ABC Hollywood, presented citation from Jewish National Home for Asthmatic Children, Denver, for distinguished service to needy children of America.

Klaus Landsberg, vice president, Paramount Tv Productions Inc., and general manager, KTLA (TV) Hollywood, presented special award by Adult Education Assn., L. A., for "lasting contribution to the educational and cultural welfare of the community" for *City At Night* program, which Mr. Landsberg personally directs.

Louis Clark, newsreel photographer, WCAU-TV Philadelphia, winner of three awards in Philadelphia Press Photographers Assn. annual contest for best news coverage.

'QUIZ 'EM ON THE AIR'

NEW PROGRAM, *Quiz 'em on the Air,* has been started on KPRC-TV Houston, Tex., in cooperation with the affiliated *Houston Post* and high schools of the area. The show features teams of students from different schools which are quizzed by KPRC-TV quizmaster Ray Miller on local, national and international news of the previous week. The victorious team wins a set of books for its school library.

WJAR-TV THEATRE DISPLAY

SPECIAL DISPLAY in the lobby of Loew's State Theatre in Providence, R. I., points up the tie-in salute to Loew's every Friday morning on WJAR-TV's *Breakfast at the Sheraton* program. Complimentary tickets to the theatre are given out to all who attend the program on Fridays, telecast direct from the Sheraton-Biltmore Hotel in Providence.

COON HUNT

SIMULATED coon hunt was televised by KNOE-TV Monroe, La., as a kickoff to the *Mountain Music's* wild coon hunt there. Coons were placed in trees in the station's 20 acres of ground and blooded and graded coon dogs from all over the country were turned loose to pick up the scent. KNOE-TV believes the event was the first of its kind on tv.

KLRA DRUG PLAN

KLRA Little Rock, Ark., with the Little Rock Wholesale Co., is sponsoring a drug merchandising plan whereby a drug firm by becoming a participating sponsor on the station's *Merry Go Round* program will receive distribution for its product in the wholesale company's 720 "health and beauty aid" racks in 720 retail outlets in Louisiana and Arkansas if the product is accepted by the wholesale firm. KLRA provides point-of-purchase tags and signs identifying the product as being advertised on the station. The advertiser is invited to supply product items for giveaways on the program for which name-mention will be given throughout the show in addition to regular commercials. KLRA believes the plan is one of the few, if not the only one, offering advertisers immediate distribution in so many stores.

SURVEY IN AUSTIN

STRONG EVIDENCE that 68% of the residents of Austin, Tex., have tv sets which are tuned in for more than three hours a day, is shown by a survey conducted by the Austin Independent School District among pupils in the city's schools, grades one through eight, KTBC-TV, the only tv station in that city, reports. More than 18,000 youngsters, over 90% of the total enrollment in those grades, replied to the survey. The results showed 68% of Austin homes have tv and 70% of the children in grades one through six and 72% in junior high school (including a few ninth graders) watch tv three hours or more per day. In grades one through six, 74% of the teachers thought tv's influence on children wholesome, 14% undesirable and 12% were indifferent; in junior high, 55% wholesome, 14% undesirable and 31% were indifferent. *I Love Lucy* was the most popular program in all grades. KTBC-TV is affiliated with all four national networks.

NBC PASSPORTS

"PASSPORTS" to a $20 billion market have been issued to advertising agencies and clients by NBC Radio on behalf of the network's *NBC Travel Bureau,* Saturdays, 7-7:05 p.m. and Sundays, 7:55-8 p.m. The promotion booklet, fashioned after government-issued passports, contains program information arranged in a format similar to visas from various governments.

Pretty, Fair Promotion

AD AGENCY offices in New York were visited by six tall blondes, dressed as royal pages and carrying gilded trumpets. They were preceded by telegrams reading in part: ". . . a fair young maid will show herself dressed as a herald in silken arrayment . . . she'll be there for entertainment!" The blondes, described by ABC-TV promotion people as "azure-eyed," were the "live commercial" phase of WABC-TV's (ABC-TV's outlet in New York) current campaign for its new 2½-hour, variety daytimer, *Entertainment.* The models also were placed in the audiences of rival networks' shows, winning interviews from Steve Allen on NBC-TV's *Tonight* and Robert Q. Lewis on his CBS-TV program.

SWELLING SALES

KITE San Antonio is distributing to advertisers and agencies what appears to be a piece of pasteboard. An attached note directs the receiver to place it in water where it "swells" into a sponge like "your sales by advertising on radio KITE."

BMI
"Pin Up" Hit
WEDDING BELLS
RECORDED BY
EDDIE FISHER, HUGO WINTERHALTER ORCH. . Victor
FRANKIE LESTER . . . . . "X"
GUY LOMBARDO . . . . . Decca
DENISE LOR . . . . . Mercury
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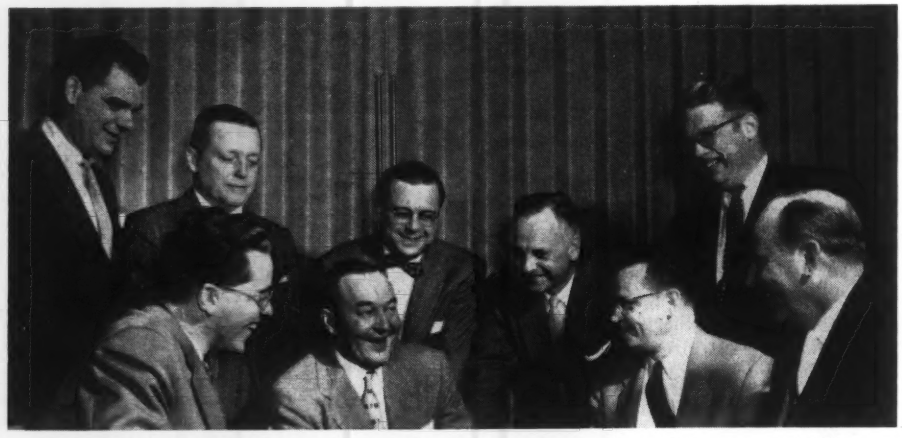


TIME OUT from a day-long sales meeting between executives of George P. Hollingbery Co. and WWJ-AM-TV Detroit is taken by (l to r): seated, Douglas Sinn, WWJ-TV assistant sales manager; George P. Hollingbery, president of the representative firm; Edwin K. Wheeler, general manager of WWJ-AM-TV; Robert J. McIntosh, WWJ sales manager; standing, Jack Peterson and F. E. Spencer Jr., Hollingbery vice presidents; Wendell Parmelee, WWJ-TV national sales manager; Thomas J. Warner, WWJ national sales manager, and Fred Hague, vice president of the Hollingbery Co.

STORY OF SILICONE

STORY of silicone, semi-organic material derived from sand and quartz with so many uses and known as "bouncing putty," was beamed to viewers in Saginaw Valley, Mich., when WNEM-TV Bay City and WKNX-TV Saginaw presented demonstrations. Silicones were born commercially in Saginaw Valley during World War II and the first plant designed exclusively for silicone production and development was built in Midland in 1944 by Dow Corning Corp. The special tv coverage afforded the Dow Corning silicone had a double-feature aspect; acknowledgment of the local recognition given in an article on the material in the *Saturday Evening Post* and the 12th anniversary of the founding of Dow Corning Corp. Officials of the company appeared on the separate half-hour programs on the two stations and demonstrated the material and its uses. Parker Adv., Saginaw, was the agency arranging and producing the broadcasts and, according to it, the airings were the first complete demonstrations of silicones and silicone properties on tv.

ENTERPRISE IN CANADA

THAT young Canada is sold on non-government broadcasting is proved in a letter to a Canadian bank by a group of teenage schoolboys who have a one-hour Saturday afternoon program aimed at school-age children on CKLG North Vancouver, B. C., and who are looking for sponsors. The two-page letter points out the value to the bank of having teenagers familiar with the bank's services because the youngsters of today are the customers of tomorrow. The letter says radio is the best means to reach teenagers since it "provides the music youth demands, and caters to that hurrying symptom of the modern age by permitting the listeners to do something else while they listen."

'YOUR SENATORS' REPORT'

NEW PROGRAM featuring U. S. senators from four states has been started by WGN Chicago under the title, *Your Senators' Report*. The weekly series started March 5 with a talk by Sen. Joseph R. McCarthy (R-Wis.) and features other senators each week from Iowa, Indiana and Michigan, discussing major issues and activities in Washington. The program is taped at the joint congressional recording facilities in the capitol. It supplements the regular weekly *Your Senators' Report* featuring Sens. Everett Dirksen (R-Ill.) and Paul Douglas (D-Ill.).

GATES

Your One Source

For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

• Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D.C.	13th & E Streets, N. W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

RED CROSS KITS

CHICAGO CHAPTER of the American Red Cross has dispatched its second radio and television kit to local broadcasters for use throughout March in connection with its fund-raising drive. Among suggestions for promotion are spot announcements, live or transcribed, featuring celebrities, as well as slides and film trailers. Tv props include oversized lapel buttons, flags, easel cards and posters.

OUTLET FOR TEENAGERS

LOVE-SICK teenagers now have a medium for gushing in KIST Santa Barbara, Calif., and its program, *Seven-Up Teenage Party*, aired two hours Saturday evenings. Teenagers phone in record requests and dedications, which are taped and heard almost instantaneously on the air. Those making requests are interviewed to develop human interest, love interest and "even the inevitable triangle not uncommon to . . . puppy love." The interviews are often accompanied with other giggling voices in the background, KIST says. The program was developed by Harry C. Butcher, president and general manager, and William S. Trueman, Seven-Up distributor who wanted a program to appeal to the teenage group and which also could be used in other cities in the area. The same format now is being utilized by KCOY Santa Maria. The program earned the top award in the annual contest conducted by the Santa Barbara Advertising & Merchandising Club.

EUROPEAN JUNKET

FOR its civic project, "Operation: Hometown America," Oak Park, Ill., is sending the Cliff Johnson family, featured on WGN Chicago, as goodwill ambassadors on a two-month tour of Europe to ring doorbells and shake a few hands. Tape recordings will be flown back to the station for use on their regular program. The Johnson family have been on Chicago radio about eight years with broadcasts direct from their suburban Oak Park home. They will leave June 17 for New York and points east.

HOUSTON DISC M.C. CONTEST

WHEN Philco Corp. wanted to stage a campaign in the Houston market to generate a lot of traffic to dealer stores, a disc m.c. popularity contest was conducted with seven stations and 32 record-spinners participating. More than 20,000 radio listeners, without obligation, went to Houston dealers to vote for their favorite and the winner was Paul Berlin of KNUZ. The promotion proved successful for all stations concerned, KNUZ reports, because of the intensified interest created for local disc shows and from the "bang-up" job other stations did covering and promoting the contest. Mr. Berlin will be the guest of singer Johnny Desmond for an all-expense paid trip to New York City.

'TRUTH OR CONSEQUENCES'

RETURN of *Truth or Consequences*, one of radio's first comedy quiz shows, to NBC Radio March 23, 9:30-10 p.m. EST, has been announced by the network. The series will be an edited version of the tv adaptation of the program telecast Tuesdays, 10-10:30 p.m. on NBC-TV. Ralph Edwards, creator of the show and host on *This Is Your Life* on NBC-TV, is executive producer. Ralph Bailey is m.c., a role Mr. Edwards filled until he restricted his activities to *This Is Your Life*.

FREE BOOKLET

HIGHLY informational booklet of particular interest to news editors, newsmen and others is being offered free by the Assn. of American Railroads. The booklet, *Rail Oddities, Odd and Interesting Facts About the Railroads*, contains matters of interest which occur in the railroad business and is available from the association at 928 Transportation Bldg., Washington 6, D. C. (see coupon, page 34).

KBS AFFILIATION LIST

STATION affiliation list and an accompanying letter have been distributed by Keystone Broadcasting System to all advertising agencies and clients. Under the signature of Edwin R. Peterson, KBS vice president, the letter cites claims of the network for its stations on the following factors: population, households, radio homes, consumer spendable income, food, drug and automotive retail sales, total retail sales and similar information on farm listeners. The list notes KBS had 800 affiliates as of Jan. 15 and lists the stations by city, power, frequency and radio families, based on 1952 Nielsen coverage service areas. The booklet containing the stations is available to anyone who did not receive one through the network's mailing.

WALA-TV INTERVIEWS BENNY

FILMED INTERVIEW with Jack Benny was obtained by WALA-TV Mobile, Ala., when Mr. Benny drove through the city on his way from New Orleans to Miami for a vacation. He was interviewed by Al Holman, program director, and Jim McNamara and the event was given full promotion since Mr. Benny's show is aired by the station.

CINCINNATI'S 'GOOD NEIGHBOR'

WHEN General Electric Co. wanted a women's program portraying the company in the Cincinnati area as a "good neighbor," WSAI there offered to GE and its agency, The Ralph H. Jones Co., *The Carolyn Watts Show*, employing a combination of music and comments of interest to women. The station had previous experience in knowing the needs of GE, which has been sponsoring *Sportstime* on WSAI for four years, a program of the same type for men. Carolyn Watts, a new personality to Cincinnati, is featured on the program, purchased by GE on a 52-week basis.

CBS-TV AIRS FLORIDA DERBY

TELECAST of the Florida Derby, a mile-and-an-eighth race for three-year-olds, will be shown by CBS-TV on March 26, 4:30-5 p.m. EST. The telecast will originate at Hallandale, Fla. Sportscaster Bryan Field will broadcast the race, which guarantees $100,000 to the winner. Pre-race color will be handled by John Derr, CBS director of sports.

'BEAUTIFUL BUILD, BUT . . .'

WPEN Philadelphia is circulating a promotion piece titled "Beautiful Build, But . . .", in which the station claims that from noon to 6 p.m. "the highest ratings for radio programs available to local and national spot advertisers in Philadelphia are open on WPEN." The folder stresses that "the high rated network programs are not for sale to national and local spot advertisers."

ACTIONS OF FCC

New Tv Stations . . .

APPLICATIONS

Philadelphia, Pa.—Philadelphia Bcstg. Co., uhf ch. 29 (560-566 mc); ERP 224.4 kw visual, 121.6 kw aural; antenna height above average terrain 634 ft., above ground 707 ft. Estimated construction cost $445,000, first year operating cost $520,000, revenue $546,000. Post office address Western Savings Fund Building, Phila. Studio location to be determined. Transmitter location 12 S. 12th St., Phila. Geographic coordinates 39° 57′ 06″ N. Lat., 75° 09′ 39″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Jansky & Bailey Inc., Washington. Principals include Pres. **Theodore R. Hanff** (51-1/7%), stockholder of highway toll bridge company; Vice Pres. **Murray Borkon** (14-2/7%), pres.-50% owner Community Tv System Inc., and Treas. **Isadore B. Sley** (28-4/7%), owner of Phila. chain of parking lots and garages. Filed March 14.

Milwaukee, Wis.—Business Management Inc. (WFOX), uhf ch. 31 (572-578 mc); ERP 19.7 kw visual, 11.06 kw aural; antenna height above average terrain 353 ft., above ground 434 ft. Estimated construction cost $124,961, first year operating cost $150,000, revenue $180,000. Post office address 4531 W. Forest Home Ave., Milwaukee. Studio and transmitter location 208 W. Wisconsin Ave., Milwaukee. Geographic coordinates 43° 02′ 20″ N. Lat., 87° 54′ 17″ W. Long. Transmitter and antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include Pres.-Treas. **Joseph A. Clark** (100%); Vice Pres. **Edward Stillman**, and Sec. **Chas. L. Goldberg**. Filed March 11.

APPLICATION DISMISSED

Palm Springs, Calif.—Florence P. Raley tr/as Desert Radio & Telecasting Co. FCC dismissed bid for new tv station on ch. 14 at request of applicant. Dismissed March 14.

Existing Tv Stations . . .

STATION DELETED

KMIV (TV) Miami, Okla.—George L. Coleman & Kenyon Brown d/b as Miami Tv Co. FCC deleted tv station on ch. 58 for lack of prosecution. Deleted March 7.

New Am Stations . . .

ACTIONS BY FCC

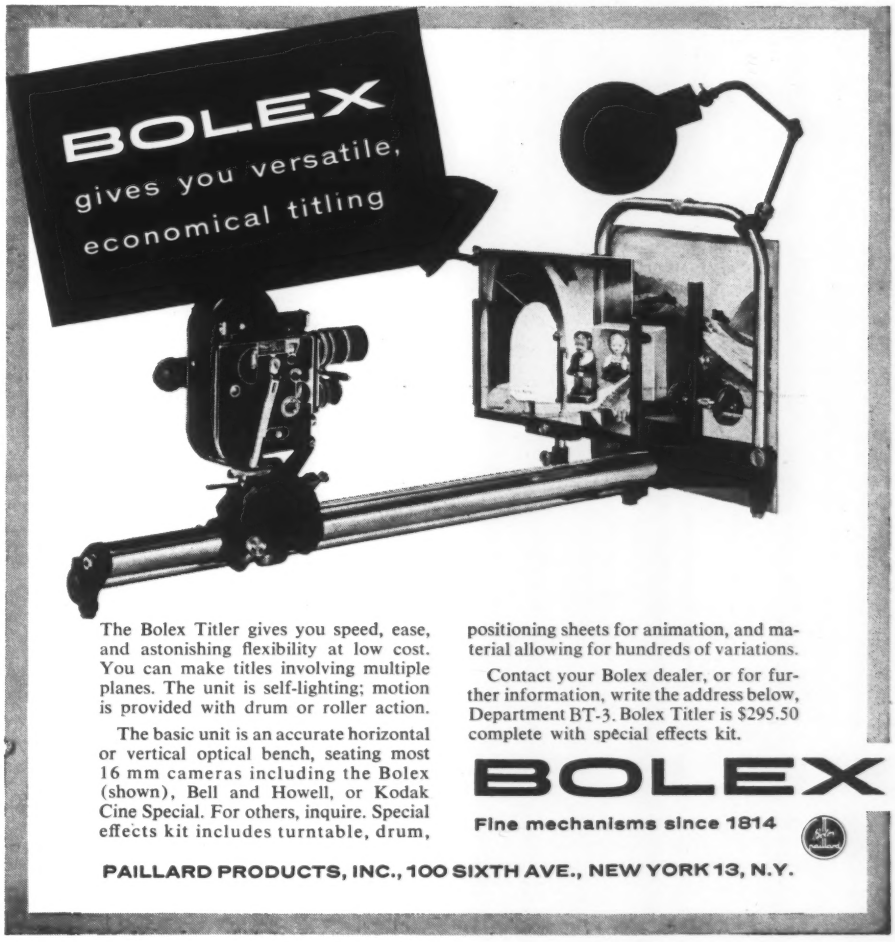
Hillsdale, Mich.—Baw Beese Bcstrs., granted 1340 kc, 100 w unlimited. Post office address % E. H. Munn Sr., 306 N. West St., Hillsdale, Mich. Estimated construction cost $9,000, first year operating cost $42,000, revenue $60,000. Principals include **Stanley W. White**, auto dealer, president (14.25%); **E. Harold Munn Jr.**, stockholder WTVB Coldwater, Mich., WSTR Sturgis, Mich., and WSHE Sheboygan, Wis. (construction permit), vice president (14.25%); **Guy Osborn**, insurance and real estate business, vice president (2.86%); **Lloyd V. Hickok**, appliance dealer, treasurer (8.57%); **E. Harold Munn Sr.**, college teacher and stockholder WTVB and WSTR, secretary (19.14%). Twenty other stockholders, including **Earl D. Seiple** and **Elmer D. Cheney** who have interest in WSTR. Granted March 9.

Carrizo Springs, Tex.—Ben L. Parker granted 1450 kc, 250 kw unlimited. Post office address P. O. Box 247, Pleasanton, Tex. Estimated construction cost $15,358, first year operating cost $30,250, revenue $40,500. Mr. Parker is licensee of KBOP Pleasanton and KBLP Falfurrias, both in Tex. Granted March 9.

APPLICATIONS

Arcadia, Fla.—H. F. McKee tr/as Arcadia Punta Corta Bcstg. Co., 1480 kc, 1 kw daytime. Post office address Shelbyville, Tenn. Estimated construction cost $17,000, first year operating cost $19,500, revenue $25,500. Mr. McKee is motel and clothing store owner. Filed March 9.

Hazard, Ky.—Hazard Bcstg. Corp., 1430 kc, 1 kw daytime. Post office address % David B. Jordan, 3205 Hampton St., Ashland, Ky. Estimated con-



The Bolex Titler gives you speed, ease, and astonishing flexibility at low cost. You can make titles involving multiple planes. The unit is self-lighting; motion is provided with drum or roller action.

The basic unit is an accurate horizontal or vertical optical bench, seating most 16 mm cameras including the Bolex (shown), Bell and Howell, or Kodak Cine Special. For others, inquire. Special effects kit includes turntable, drum, positioning sheets for animation, and material allowing for hundreds of variations.

Contact your Bolex dealer, or for further information, write the address below, Department BT-3. Bolex Titler is $295.50 complete with special effects kit.

BOLEX

Fine mechanisms since 1814

PAILLARD PRODUCTS, INC., 100 SIXTH AVE., NEW YORK 13, N.Y.

Station Authorizations, Applications

(As Compiled by B • T)

March 10 through March 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations

As of Feb. 28, 1955 *

	AM	FM	TV
Licensed (all on air)	2,687	525	130
CPs on air	5	17	†318
CPs not on air	101	11	130
Total on air	2,692	542	448
Total authorized	2,793	553	578
Applications in hearing	137	2	167
New station requests	186	5	17
New station bids in hearing	76	0	151
Facilities change requests	146	7	36
Total applications pending	755	67	222
Licenses deleted in Feb.	0	3	0
CPs deleted in Feb.	1	0	2

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through March 16

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,700	2,690	114	179	78
Fm	542	525	29	7	0

Television Station Grants and Applications

Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	273	318	593[1]
Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	303	108	411
Noncommercial on air	8	3	11

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	956	337	738	536	1,275[2]
Educational	57		29	28	57[3]
Total	1,013	337	767	564	1,331[4]

[1] One hundred-thirty CPs (26 vhf, 104 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 628 already granted.

struction cost $21,740, first year operating cost $32,100, revenue $42,000. Principals include Pres. **E. P. Smith** (16.7%), real estate; Vice Pres. **W. R. Smith** (16.7%), Ky. State Representative; Vice Pres. **David Bruce Jordan** (24.8%), chief engineer WWKO Ashland, Ky.; Sec. **Ernest Sparkman** (24.8%), assistant manager WWKO; and Treas. **Charlie Johnson** (16.7%), banker, utilities. Filed March 7.

Salisbury, Md.—Hoyt C. Murphy, 1320 kc, 500 w daytime. Post office address Box 1027, Ft. Pierce, Fla. Estimated construction cost $33,749, first year operating cost $84,000, revenue $95,000. Mr. Murphy is Fla. real estate broker and hotel owner. Filed March 8.

Wolf Point, Mont.—Mike M. Vukelich, E. E. Krebsbach & Robert Coffey d/b as Hi-Line Bcstg. Co., 1490 kc, 250 w unlimited. Post office address % E. E. Krebsbach, Sidney, Mont. Estimated construction cost $13,955, first year operating cost $26,400, revenue $36,000. Principals in equal partnership include **Mike M. Vukelish** (⅓), publisher *Herald News*, Wolf Point, and Poplar *Standard*, both Montana; **E. E. Krebsbach** (⅓), licensee of KGCX Sidney, Mont., and **Robert E. Coffey**, (⅓), insurance. Filed March 4.

Shelby, N. C.—J. S. Meadows & R. R. Hilker d/b as Cleveland Bcstg. Co., 1320 kc, 500 w daytime. Post office address % R. R. Hilker, 612 Dartmouth Drive, Gastonia, N. C. Estimated construction cost $10,950, first year operating cost $21,000, revenue $30,000. Principals include **J. S. Meadows** (50%), food store owner, and **R. R. Hilker** (50%), 26% owner-general manager WCGS Belmont, N. C. Filed March 7.

Near Whiteville, N. C.—Columbus Radio & Tv Co., 1430 kc, 1 kw daytime. Post office address % Jim Newton, Box 69, Whiteville. Estimated construction cost $11,675, first year operating cost $21,000, revenue $30,000. Principals include Pres. **V. E. Pierce** (⅓), auto dealer; Vice Pres. **J. L. Newton** (⅓), former general manager WENC Whiteville; and Sec.-Treas. **D. H. Hardee** (⅓), auto dealer. Filed March 9.

Othello, Wash.—Robert R. Moore tr/as Othello Bcstg. Co., 1050 kc, 250 w daytime. Post office address 216 Mocliff Rd., Ephrata, Wash. Estimated construction cost $6,500, first year operating cost $20,400, revenue $24,780. Mr. Moore is general manager of KULE Ephrata, Wash. Filed March 7.

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Existing Am Stations . . .

ACTIONS BY FCC

KIBS Bishop, Calif.—Inyo Bcstg. Co. granted permission to sign-off each day at 6 p.m. for period of 90 days. Granted March 9; announced March 14.

WHBO Sulphur Springs, Fla.—Sulphur Springs Bcstrs. Inc. granted mod. of CP to designate studio location as Tampa, Fla. Granted March 9.

WRMN Elgin, Ill.—The Elgin Bcstg. Co. granted permission to sign-off at 5:30 p.m. through September. Granted March 7; announced March 14.

WBBA Pittsfield, Ill.—Pike Bcstg. Co. granted permission to sign-off at 6 p.m. for the months April through August. Granted March 7; announced March 14.

WLRP New Albany, Ind.—Ohio Valley Bcstg. Inc. granted permission to sign-off at 6 p.m. CST or 7 p.m. CDST each day, April through September, except when broadcasting a special event, at which time operation may continue up to licensed sign-off time. Granted March 11; announced March 14.

APPLICATIONS

WARU Peru, Ind.—Wabash-Peru Bcstg. Co. seeks CP to change from 500 w to 1 kw daytime on 1600 kc. Filed March 10.

WTBO Cumberland, Md.—Cumberland Valley Bcstg. Corp. seeks CP to change from 1450 kc 250 w to 950 kc 500 w night, 1 kw day, directional day and night. Filed March 11.

WCLG Morgantown, W. Va.—C. Leslie Golliday tr/as Morgantown Bcstg. Co. seeks CP to change from 500 w to 1 kw on 1300 kc. Filed March 10.

New Fm Stations . . .

ACTION BY FCC

Chambersburg, Pa.—Rev. James R. Reese Jr. granted class B ch. 236 (95.1 mc); ERP 4.4 kw; antenna height above average terrain 135 ft. Grant is on condition that program tests are not begun until permittee severs all connections with WCHA-FM there, where he is presently responsible for all programming. Granted March 9.

Existing Fm Stations . . .

ACTIONS BY FCC

WCMI-FM Ashland, Ky.—Ashland Bcstg. Co. granted mod. of license to change ERP to 2.75 kw. Granted March 7; announced March 14.

KCFM (FM) St. Louis, Mo.—Commercial Bcstg. Co. granted mod. of CP to change to ch. 229 (93.7 mc); ERP 21.5 kw; antenna height above average terrain 550 ft. Granted March 7; announced March 14.

STATIONS DELETED

WSLB-FM Ogdensburg, N. Y.—St. Lawrence Bcstg. Corp. granted request to cancel license for fm station on ch. 291. Deleted March 9; announced March 14.

WAEW-FM Crossville, Tenn.—WAEW Inc. granted request to cancel license for fm station on ch. 246. Deleted March 9; announced March 14.

Ownership Changes . . .

ACTIONS BY FCC

WRMN Elgin, Ill.—The Elgin Bcstg. Co. granted assignment of license to J. Richard Sutter and associates d/b as Elgin Bcstg. Co. through sale of 18.7% interest by F. F. McNaughton and 2.7% interest by John T. McNaughton to other partners for $14,500. Principals will now include **John F. McNaughton** (16%); **William D. McNaughton** (18.7%); **Joseph E. McNaughton** (31.2%), and **J. Richard Sutter** (31%). Granted March 11; announced March 14.

KICA Clovis, N. M.—KICA Inc. granted voluntary relinquishment of negative (50%) control by Mae Strauss through transfer of 33⅓ shares to Garfield Packard for $333 and 133⅓ shares to Frank Lesley for $1,333. Each of the above principals will now own a ⅓ interest in station. Granted March 9; announced March 14.

APPLICATIONS

KXJK Forrest City, Ark.—Forrest City Bcstg. Co. seeks voluntary assignment of license from corporation to partnership consisting of **William B. Fogg** (36%), **Jack Bridgforth** (28%), **W. W. Campbell** (16%), **W. M. Campbell** (16%), and **E. J. Butler** (4%), d/b as Forrest City Bcstg. Co. Filed March 7.

WLCO Eustins, Fla.—Broadcasters Inc. seeks voluntary assignment of CP to S. A. Shikany & Reggie B. Martin d/b as Lake County Bcstg. Co. for $2,000. Principals include **S. A. Shikany** (50%), building construction and investments, and **Reggie B. Martin** (50%), public relations, producer of radio-tv programs and ⅓ owner WSTU Stuart, Fla. Filed March 9.

WNES Central City, Ky.—Muhlenberg Bcstg. Co. seeks voluntary acquisition of control by V. R. Anderson through acquisition of 75% interest from Wm. D. Atkinson. Consideration is the cancellation of notes. Mr. Anderson will now own 99% interest. Filed March 11.

WMAW Menominee, Mich.—Green Bay Bcstg. Co. seeks voluntary assignment of license to Men-Mar Bcstg. Corp. for $22,000. Principals include Pres. **Vernon H. Uecker** (27.2%), general manager WMAW; **L. B. Koesling** (27.2%), announcer-engineer WMAW; **L. Grant Glickman** (10.9%), physician, and 8 others. Filed March 8.

WTCN-AM-TV Minneapolis, Minn.—Minnesota Tv Public Service Corp. seeks voluntary transfer of control to Consolidated Tv & Radio Bcstrs. Inc. through sale of all stock for $1,815,000. Consolidated Tv & Radio owner of WFBM-AM-TV Indianapolis, WEOA Evansville, Ind., WOOD-AM-TV Grand Rapids, and WFDF Flint, Mich. Principals include **Harry M. Bitner Sr.** (25.4%), Pres. **Harry M. Bitner Jr.** (10%), and **Evelyn H. Bitner** (10%). Filed March 9.

KORK Las Vegas, Nev.—Reno Bcstg. Co. seeks voluntary assignment of license to Southwestern Bcstg. Co. for $50,000. Southwestern is owned by **Donald W. Reynolds,** a principal stockholder of KLRJ-TV Henderson, Nev., KATV (TV) Reno, KFSA-AM-FM-TV Ft. Smith, Ark., KHRG Okmulgee, Okla., and KBRS Springdale, Ark. Mr. Reynolds also has filed to purchase KOLO Reno. Filed March 11.

KOLO Reno, Nev.—Reno Bcstg. Co. seeks voluntary assignment of license to Western Bcstg. Co. for $150,000. Sole owner of Western Bcstg. is **Donald W. Reynolds,** a principal stockholder of KLRJ-TV Henderson, KZTV (TV) Reno, KFSA-AM-FM-TV Ft. Smith, Ark., KHRG Okmulgee, Okla., and KBRS Springdale, Ark. Mr. Reynolds also has filed to purchase KORK Las Vegas. Filed March 11.

KOTV (TV) Tulsa, Okla.—KOTV Inc. seeks relinquishment of positive control by John Hay Whitney through sale of 9.5% interest of J. H. Whitney & Co. to Walter N. Thayer, C. R. Petersmeyer and John K. Schemmer. Mr. Whitney will now own 44% interest. Filed March 9.

WMAK Nashville, Tenn. — Volunteer State Bcstg. Co. seeks voluntary transfer of control to Howard D. Steere, Emil J. Popke Jr. and J. D. Berkey through sale of all stock for $162,000. Principals include **Howard D. Steere** (75%); Vice Pres. **Emil J. Popke Jr.** (15%), and Sec. **J. K. Berkey** (10%), all associated in ownership of WKMI Kalamazoo, Mich. Filed March 7.

KCAR Clarksville, Tex.—B. B. Black, June Brewer, Mattie Lou Hurt, executrix of the estate of Reagan Hurt, deceased, d/b as Texo Bcstg. Co. seeks voluntary assignment of CP to Robert (n) Wagner and Owen Cowan d/b as Texo Bcstg. Co. for $1,500. Principals include **Robert Wagner,** chief engineer KFYN Bonham, Tex., and **Owen Cowan,** insurance and investments. Filed March 8.

KCNC Ft. Worth, Tex.—Blue Bonnet Bcstg. Corp. seeks voluntary acquisition of positive control by J. H. Speck through purchase of 21 shares from Elliot Wilkenson for $15,000. Mr. Speck will now own 51% interest. Filed March 9.

WLOW Portsmouth, Va.—Commonwealth Bcstg. Corp. seeks voluntary transfer of negative control (50%) to Harold Kaye and Emil J. Arnold for $35,000. Principals include **Harold Kaye,** vice pres.-25% owner WORC Worcester, Mass., and **Emil J. Arnold,** real estate and investments. Filed March 10.

Hearing Cases . . .

FINAL DECISIONS

WLEW Bad Axe, Mich.—FCC by order made effective immediately an initial decision and granted application of Port Huron Bcstg. Co. to change facilities of station WLEW Bad Axe, Mich., from 1540 kc, 250 w, daytime only, to 1340 kc, 250 w, unlimited time. Action March 10.

Lawton, Okla.—New am, 1050 kc. FCC by order made effective immediately an initial decision and granted the application of Progressive Bcstg. Co. for new am station on 1050 kc, 250 w, daytime only, in Lawton, Okla. This proceeding also involved mutually exclusive application of White Radio Co., Wichita Falls, Tex., which made no appearance at hearing and was held in default. Action March 10.

WBMC McMinnville, Tenn.—FCC by order made effective immediately its Nov. 3 grant to Cumberland Valley Bcstg. Co. for new am station (WBMC) on 960 kc, 500 w, daytime only, in McMinnville, Tenn.; terminated hearing and set aside the order which had postponed the effective date of grant on protests of WAGG Franklin, Tenn., and WMMT McMinnville. Action March 10.

INITIAL DECISIONS

Salina, Kan.—FCC hearing examiner Hugh B. Hutchison issued initial decision looking toward denial for default of the application of Philip D. Jackson, tr/as Salina Bcstg. Co., for new am station on 1310 kc, 500 w, daytime only, in Salina, Kan. Action March 11.

Roanoke, Va.—New tv, ch. 7. FCC hearing examiner J. D. Bond issued initial decision looking toward grant of the application of Times-World Corp. for new tv station on ch. 7 in Roanoke, Va. Action March 16.

OTHER ACTIONS

Mobile, Ala.—Ch. 5 proceeding. FCC by order granted petitions to make editorial corrections to the transcript of oral argument in the Mobile, Ala., ch. 5 tv proceedings. Action March 10.

KIFN Phoenix, Ariz.—FCC by order (1) denied petitions of Western Bcstg. Co. to waive Sect. 3.28(c) of the rules and reconsider and grant its application for modification of construction permit to change hours of operation of KIFN Phoenix, Ariz., on 860 kc with 1 kw from daytime only to unlimited time with DA-2; and, on petition of the Broadcast Bureau, dismissed said application. Related petitions of the Metropolitan Television Co., Denver, Colo., were dismissed as moot. Action March 10.

KBET-TV Sacramento, Calif.—FCC by memorandum opinion and order, denied petition filed Jan. 13 by McClatchy Bcstg. Co., licensee of am station KFBK Sacramento, Calif., seeking stay and hearing on Commission's action of Dec. 9 in modifying CP of KBET-TV Sacramento Telecasters Inc. (ch. 10), Sacramento, for change of transmitter and studio locations and certain equipment. McClatchy's appeal to the original grant to Sacramento Telecasters with denial of McClatchy's competing application is pending in court. Action March 16.

WOPA Oak Park, Ill.—FCC by order denied supplemental petition of Village Bcstg. Co. for reconsideration and grant without hearing its application to move transmitter site of station WOPA from Oak Park to Chicago, Ill. Action March 10.

Anderson, Ind.—Ch. 61. FCC by memorandum opinion and order, dismissed protest filed Feb. 14 by Anderson Radio Telephone Service Inc., licensee of station KSA 625 in the Domestic Public Land Mobile Radio Service, Anderson, Ind., directed against the Commission's grant on Feb. 2 to the Great Commission Schools Inc. of CP for new commercial tv station on ch. 61 at Anderson. Action March 16.

Boston, Mass.—Ch. 5 proceeding. FCC Examiner James D. Cunningham granted motion to amend its bid for new tv station on ch. 5 due to death of Roger Preston (1.9%) and to specify interest held by estate of Roger Preston. Action March 10.

Boston, Mass.—Ch. 5 proceeding. FCC by memorandum opinion and order (1) denied two petitions of WHDH to enlarge certain issues in the Boston ch. 5 tv proceeding, and (2) denied two motions of Massachusetts Bay Telecasters Inc. to strike certain replies by WHDH. Action March 10.

Springfield-Holyoke, Mass.—Tv Changes. FCC invited comments by April 4 to conflicting tv rule making proposals to substitute ch. 22 or ch. 36 in place of ch. 61 for Springfield-Holyoke, Mass. A proposal by Springfield Television Bcstg. Corp. (WWLP [TV] ch. 61 there) would provide ch. 22 in lieu of ch. 61 by substituting ch. 38 for ch. 50 in Boston, adding ch. 61 to Easthampton, deleting ch. 36 at Northampton, and substituting ch. *36 for ch. *22 as the educational channels in Providence, R. I. A counter proposal by the Board of Education of Rhode Island and Providence Plantations would substitute ch. 36 for ch. 61 in Springfield-Holyoke by transferring the latter to Easthampton and deleting ch. 36 in Northampton. The notice of proposed rule making requires WWLP to show cause why its authorization should not be modified to specify operation on ch. 22 or ch. 36. Action March 9.

Parma-Onondaga, Mich.—Ch. 10 proceeding. FCC by memorandum opinion and order took the following actions in the proceeding involving competing applications for new tv station on ch. 10 in Parma-Onondaga, Mich.: Denied petition of Jackson Broadcasting and Telecasting Corp. to dismiss application of Michigan State Board of Agriculture; granted Jackson's petition to add a 307(b) issue and denied petition in other respects; denied petition of Triad Television Corp. to enlarge issues; granted petition of Michigan State Board of Agriculture insofar as it requests deletion of Issue 2; and, on Commission's own motion, deleted now moot Issue 1. Action March 16.

KSWS-TV Roswell, N. M.—John A. Barnett. FCC designated for hearing on April 11 application to move transmitter site, increase visual ERP from 115 kw to 160 kw and antenna height above average terrain from 900 to 1786 ft. (ch. 8), with overall height of tower 1610 ft., and make equipment changes. Action March 16.

WROW-AM-TV Albany, N. Y.—FCC by order designated for hearing application for transfer of control of Hudson Valley Bcstg. Co. (WROW-AM-TV, ch. 41), Albany, N. Y., from Hyman Rosenblum and 23 others to Lowell J. Thomas, et al., with burden of proof placed upon Van Curler Bcstg. Corp. (WTRI [TV], ch. 35), Albany, who protested to Commission's grant on Nov. 3 of

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said transfer application; denied Van Curler's Jan. 17 petition for enlargement of issues and notification of interest. Commissioner Doerfer dissented; Commissioner Hennock dissented in part. Action March 16.

KGEO-TV Enid, Okla.—Streets Electronics Inc. FCC designated for hearing on April 11 application to move transmitter site (ch. 5), increase antenna height above average terrain from 810 to 1386 ft., and make antenna and other equipment changes. Action March 16.

WKPA New Kensington, Pa.—Allegheny-Kiski Bcstg. Co. FCC designated for hearing application to increase power on 1150 kc from 250 w to 1 kw and install daytime directional antenna; made WWVA Wheeling, W. Va., a party to the proceeding. Action March 9.

WMAJ State College; WAKU Latrobe, Pa.— FCC by orders denied petitions of WMAJ State College, Pa., and Clearfield Bcstrs. Inc., WAKU Latrobe, Pa., to vacate show cause proceeding and to waive Sect. 3.165(c) of the rules regarding regular full-time employment at the station of one or more operators holding a radiotelephone first-class operator license. Action March 10.

WENS (TV) Pittsburgh, Pa.—Telecasting Inc. FCC granted special temporary authorization until April 1 to operate on educational ch. *13 during hours relinquished for that purpose by WQED (TV) pending restoration of tower and transmission lines of WENS (TV) (ch. 16) which were downed by storm; condition. Commissioner Hennock will issue a dissenting statement. Action March 16.

Chattanooga, Tenn.—Greenwood Bcstg. Co. FCC Comr. Robert T. Bartley granted petition to dismiss without prejudice its application for new am station on 600 kc 1 kw daytime. Action March 11; announced March 15.

Odessa, Tex.—Ch. 7 proceeding. FCC scheduled for oral argument proceedings involving Odessa Television Co. and The Odessa Television Co. applications for new tv station on ch. 7 in Odessa, Tex., for March 28. Action March 10.

KLIF Dallas, Tex.—FCC by memorandum opinion and order on petition of the Broadcast Bureau, terminated proceeding in Dockets 11025-26 and (1) dismissed with prejudice the application of Jessie Mae Cain for new am station (1220 kc) in Grand Prairie, Tex., and (2) removed from hearing status and returned to pending file the application of Trinity Bcstg. Corp. to change facilities of station KLIF Dallas. Tex., on 1190 kc from 5 kw day, 1 kw night, DA-N to 50 kw day, 1 kw night, DA-2. Action March 10.

WVEC-TV Hampton, Va.—Peninsula Bcstg. Corp. FCC by letter, and without passing on merits of request, dismissed application for authority to establish an alternate main studio at Norfolk, Va., and change station (ch. 15) location to "Hampton-Norfolk," Va., as not presenting justification for waiver of rules. Action March 9.

WBEL Beloit, Wis.—Beloit Bcstrs. Inc. FCC designated for hearing modification of license to change studio designation to Beloit, Wis.-Rockford, Ill.; made WROK and WRRR, both Rockford, Ill., parties to the proceeding. Action March 9.

Routine Roundup . . .

March 10 Applications

ACCEPTED FOR FILING

License for CP

WNPT Tuscaloosa, Ala., The West Ala. Bcstg. Co.—License to cover construction permit (BP-8785) as modified which authorized change hours of operation; install directional antenna (DA-N) and make changes in the antenna system (BL-5641).

KVFC Cortez, Colo., Jack W. Hawkins and Barney H. Hubbs—License to cover construction permit (BP-9196) which authorized new standard broadcast station (BL-5640).

Modification of CP

WISH Indianapolis, Ind., Universal Bcstg. Co.—Modification of construction permit (BP-8523) as modified, which authorized changes in the DA system and move transmitter location for extension of completion date (BMP-6792).

License for CP

WMOR Morehead, Ky., Morehead Bcstg. Co., a partnership consisting of W. J. Sample, Robert S. Bishop, Claude L. Clayton and Roy Cornette—License to cover construction permit (BP-9437) as modified, which authorized a new standard broadcast station (BL-5638).

WDEB Gulfport, Miss., John Edward Breland—License to cover construction permit (BP-9279) which authorized new standard broadcast station (BL-5645).

KZIP Amarillo, Tex., David P. Pinkston and W. J. Duncan d/b as Panhandle Bcstg. Co.—License to cover construction permit (BP-9065) as modified, which authorized new standard broadcast station (BL-5644).

WBLT Bedford, Va., Bedford Bcstg. Corp.—License to cover construction permit (BP-9481) which authorized change frequency; hours of operation; install new transmitter & changes in antenna system (BL-5639).

WSWW Platteville, Wis., John F. Monroe, tr/as Southwest Wisconsin Co.—License to cover construction permit (BP-9474) which authorized new standard broadcast station (BL-5642).

Application Returned

KDIM Detroit Lakes, Minn., Detroit Lakes Bcstg. Corp.—Voluntary transfer of control of licensee corporation from R. C. Brown, B. I. Hutton and F. A. Hay, to Farfield L. Fox and Lester N. Dale.

KDAS Malvern, Ark., Malvern Bcstg. Co.

Modification of CP

WSIX-TV Nashville, Tenn., WSIX Inc.—Mod. of CP (BPCT-532) as mod., which authorized new tv station, to extend completion date to 9-29-55 (BMPCT-2934).

Application Returned

WSJV (TV) Elkhart, Ind., Truth Pub. Co.—Application date subsequent to transmittal.

WJPB-TV Fairmont, W. Va., Fairmont Bcstg. Co.—Late filing (321's mailed).

March 11 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley on March 9

Chief Broadcast Bureau—Granted petition for extension of time to and including March 29 in which to file exceptions to initial decision in re tv ch. 12, Richmond, Va. (Dockets 8945, 10805).

K-SIX Television Inc., Corpus Christi, Tex.—Granted petition for an extension of time to and including April 4 within which replies may be filed to exceptions to initial decision in re tv ch. 10 (Dockets 10556 et al).

By Hearing Examiner Annie Neal Huntting on March 8

By order, denied petition of Television Corp. of Mich. Inc., Onondaga, Mich., insofar as it requests reversal of Hearing Examiner's ruling excluding evidence to show that James C. Pollock is proposed as petitioner's production manager; alternative request of Television Corp. and petition of Jackson Bcstg. & Television Corp., Parma, Mich., for leave to amend their applications, both re ch. 10 (Dockets 11169 et al), were denied.

Due to conflict in Examiner's Hearing schedule, continued from March 28 to May 2 the hearing re am applications of Miners Bcstg. Service Inc., Ambridge, Pa., et al (Dockets 11202-04). Prehearing conference previously scheduled herein will be held on March 18.

By Hearing Examiner Hugh B. Hutchison on March 7

KTRH Houston, Tex., KTRH Bcstg. Co., Texas Bcstg. Co., Dallas, Tex.—Granted joint petition of applicants and KSEO, intervenor, for continuance of hearing from March 15 to April 18, and prehearing conference is postponed from March 8 to April 4 in re am applications (Dockets 8258, 8753).

By Hearing Examiner Basil P. Cooper on March 7

Wilmington, N. C., Wilmington Tv Corp.—Issued an Order setting forth matters agreed upon at prehearing conference held March 7, in re extension of time to complete construction of station WTHT (TV) (ch. 3), hearing on which is scheduled for March 18 (Docket 11282).

March 11 Applications

ACCEPTED FOR FILING

Remote Control

WSPC Anniston, Ala., Model City Bcstg. Co.—(BRC-680).

KSGM Ste. Genevieve, Mo., Donze Enterprises Inc.—(BRC-679).

Renewal of License

WRMA Montgomery, Ala., The Southland Bcstg. Co. of Birmingham, Ala.—(BR-2818).

KWHN Fort Smith, Ark., KWHN Bcstg. Co.—(BR-2416).

KNEA Jonesboro, Ark., Radio Jonesboro Inc.—(BR-2512).

KTHS Little Rock, Ark., Radio Bcstg. Inc.—(BR-426).

KUOA Siloam Springs, Ark., KUOA Inc.—(BR-424).

KALB Alexandria, La., Alexandria Bcstg. Co.—(BR-865).

WROX Clarksdale, Miss., Mrs. Eunice T. Imes—(BR-1196).

WCJU Columbia, Miss., WCJU Inc.—(BR-1468).

WCMA Corinth, Miss., The Corinth Bcstg. Co.—(BR-1241).

WPMP Pascagoula, Miss., Crest Bcstg. Co.—(BR-2659).

WVIM Vicksburg, Miss., Radio Mississippi Inc.—(BR-1916).

License for CP

KOLN-TV Lincoln, Neb., Cornhusker Radio & Television Corp.—License to cover CP (BPCT-811) as mod. which authorized new tv station (BLCT-267).

Application Dismissed

WNAM-TV Neenah, Wis., Neenah-Menasha Bcstg. Co.—Mod. of CP (BPCT-869) as mod. which authorized new tv station to extend completion date to 8-28-55 (BMPCT-2853).

March 14 Decisions

BROADCAST ACTIONS

By the Commission en banc

KCMU Columbia, Mo., Cecil W. Roberts—Was directed to show cause by April 15 why its call letters should not be changed to avoid possible misconception in the minds of listeners that KCMU is an adjunct or service of the U. of Mo., permittee of KOMU-TV, who raised objections. Commissioners Hyde and Doerfer dissented.

By the Broadcast Bureau

Actions of March 11

Granted License

WCET (TV) Cincinnati, Ohio, The Greater Cincinnati Television Educational Foundation—Granted license for noncommercial education tv broadcast station; this is the first educational tv station licensed by the Commission out of the 35 it has authorized (BLET-1).

KVAR (TV) Mesa, Ariz., KTAR Bcstg. Co.—Grant license for tv broadcast station ERP: Vis. 31.3 kw, Aur. 15.7 kw (BLCT-250).

WWBG Bowling Green, Ohio, Howard R. Ward—Granted license for am broadcast station; 730 kc, 250 w, D-DA (BL-5600).

WOAY-FM Oak Hill, W. Va., Robert R. Thomas Jr.—Granted license covering changes in licensed station (BLH-1037).

Granted CP

WDBO Orlando, Fla., Orlando Bcstg. Co.—Granted CP to replace expired CP (BP-9278) which authorized change in auxiliary transmitter location (BP-9718).

Modification of CP

The following were granted extensions of completion dates as shown: WHAT-FM Philadelphia, Pa., to 6-15-55; WOPT (TV) Chicago, Ill., to 10-10-55; WSIX-TV Nashville, Tenn., to 9-29-55; WISH Indianapolis, Ind., to 6-20-55; WQXL-TV Louisville, Ky., to 9-15-55.

(Continued on page 129)

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager—top salesman with experience in small market. Unusual opportunity for advancement in metropolitan market. Box 363G, B•T.

Commercial manager. Must know business and be a producer. Salary $85 plus over-ride on total station gross. Send complete details, photo and references. Box 782G, B•T.

Need soonest crackerjack sales manager. Familiar with operation of network and independent stations, capable of boosting sales for indie programmed as net operation. Must have thorough experience in use of presentations, brochures, surveys and ability to teach their use to local salesmen. Our stockholders are young and very forward looking; management and entire staff is young and extremely aggressive with many new ideas in local radio operation. Our goal: Make a top prestige station new in the market pay profits. Potential tremendous. Remuneration to be determined. Probably 15% personal sales, 5% over-ride on three good salesmen and share of national-regional business. Send detailed resume or tell all in lengthy first letter. Interview availability helpful. (P.S. Less than 1½ hours from finest beaches.) WAGR, Lumberton, N.C.

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Our largest NATION-WIDE pool of TV-AM executive and staff personnel is the modern, confidential way to fill all vacancies in your organization. Thirty years of station management experience enables us to make ideal selections for your consideration.

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Is vital to the growth of any organization, particularly a Nation-Wide Placement Service dedicated to the broadcast industry. Reputation is founded upon experience, integrity and achievement.

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RADIO

Help Wanted—(Cont'd)

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

Wanted: Man or woman salesman, $50 a week, plus 25% commission. Box 681G, B•T.

Florida coastal independent wants young self-starting experienced radio account executive looking for challenge and opportunity. Excellent commission rate. No high pressure men or women. Protected accounts. Box 749G, B•T.

Wanted: A traveling representative experienced calling on radio and television station to introduce a proven new type of promotion that nets substantial earnings to stations. One thousand dollars per month advance drawing account against liberal commissions. To the right man this could be a bonanza. All replies held in confidence. Reply Box 757G, B•T.

Wanted: Sales manager to head complete sales for 1000 watt independent. Thriving tri-city area, car essential. Send full details and your compensation plan to Box 774G, B•T.

Excellent opportunity for good time salesman able to handle own copy. $75 a week salary plus 5% commission. Send complete details, photo and references. Box 781G, B•T.

Going 5000 watts. Position open radio salesman, also radio salesman with first phone, and announcer-engineer. Experienced personnel only. Send photo, references. KCHJ, Delano, California.

Experienced aggressive salesman or sales-announcer with creative ideas wanted for medium market, immediately. Guarantee or salary plus commission. Write, wire or call John Powell, KWBW, Hutchinson, Kansas.

Experienced radio salesman, 1 kw station. Must be sober, willing to work list of active accounts to start. Draw against commission. Reply Box 211, Anderson, South Carolina.

Announcers

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Help wanted: 50 kw station looking for mail pull DJ with rural small station background. No city slickers need apply. Send tape, background, first letter. Box 517G, B•T.

Hard selling disc jockey for one of America's great independents. Must have solid background of proven performance. Box 612G, B•T.

Wanted strong hillbilly and top disc jockey for early morning shift. Must be talented, able to sell on the air. Some experience necessary. Southern family man preferred. Send tape, photo, complete references. Position permanent. Starts April 1st. Write immediately Box 686G, B•T.

Opportunity for a combo man, first phone, South Carolina town 20,000 population, morning show, 45 hours, no limit on salary, talent, commission for showman who is air salesman. Reply is confidential. Box 747G, B•T.

Need announcer with experience, personality, native of Tennessee. Salary depends on qualifications. Box 748G, B•T.

Air salesman who enjoys country and western music. Starting salary $300.00 to $350.00 monthly depending experience and ability. Send tape and letter KHOB, Hobbs, New Mexico.

Immediate opening top announcers desiring to join aggressive indie chain. Learn our operation and progress. Airmail details KLEE, Ottumwa, Iowa.

Immediate opening for all around sportscaster. Must have good staff background. All tapes returned. KVBC, Farmington, N.M.

RADIO

Help Wanted—(Cont'd)

Combination announcer—first phone engineer. Salary $75. Immediate opening. W. J. Thomas, WCPA, Clearfield, Pa. Phone 5-5051.

Boston—Announcer, first class ticket—classical music—WCRB, Waltham, Mass.

Versatile announcers for new am-fm independent to go on air sometime in April. Spacious, modern studios, finest equipment. Contact Ken Kilmer, WMRI, Marion, Indiana.

Better than average announcer wanted for better than average station, at better than average wages. WTON, Staunton, Virginia.

Technical

Engineer, experienced, combination work but announcing limited. Available for April 15, 5000 watts CBS. Send full details including picture, audition, salary, references. Permanent position. KSPR, Casper, Wyoming.

One experienced combo-man and one announcer for mountain transmitter-studio. Car necessary. Single men preferred. Room, board and salary. Call WMIT, Charlotte, N.C.

Chief engineer. Must be experienced. Good salary. Permanent position. Radio Station WMJM, Cordele, Ga.

Engineer—first or second phone. Salary, vacation, etc. Permanent position for good man. L. H. Beckwith, WPFB, Middletown, Ohio. Phone: 2-3625.

Programming-Production, Others

Learn news—assistant to News Director wanted. Make calls, rewrite, staff. Qualifications: good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 751G, B•T.

Writer: Are you experienced writing quality copy in quantity? Send full particulars, samples, salary expected, availability. Southeastern network affiliate. Write Box 773G, B•T.

Situations Wanted

Managerial

Manager—15 years radio experience, presently assistant manager-program director. Stable personable, capable of sparking staff to best sales and production performance. Box 557G, B•T.

General manager ready to take complete charge of station. Sales, programming, etc. Midwest only. Daytimer preferred, will invest. Box 625G, B•T.

Young family man desires managerial position—1st phone—7 years experience—all phases. Box 630G, B•T.

Commercial manager interested in permanent connection with substantial am station. 12 years as commercial manager and general manager of two good network stations in highly competitive field midwest. Another 12 years in newspaper display and merchandising. I am not a hot shot. I can't make a sick station well. I like to sell and help others to sell. Married, stable, strictly sober, good citizen. References from industry leaders. Available for interview your office. Box 656G, B•T.

Manager. 15 years experience. Presently employed but desires to relocate permanently. Box 659G, B•T.

Manager, fully experienced in program, promotion, sales. Excellent record and recommendations. Presently employed. Fifteen years executive experience. Salary secondary to opportunity to produce. Box 687G, B•T.

Can you use this man as manager of your radio station? Ten years experience in all phases of broadcasting-management, sales, programming, and announcing, 2 years tv. Desire to locate in the southern states. Presently employed, but looking for the job with a future. Married, 2 children, no drifter or dreamer. Eager and anxious for a good opportunity. Write Box 732G, B•T.

Manager—commercial manager—ten years all phases commercial radio. Want small independent with strong sales competition, leaving government contract as radio-tv director in June. Married. B.A. degree, six years radio sales. Write Box 779G, B•T.

Salesman

Want northern Minnesota market. 10 years successful sales experience. Presently employed—top producer. Box 746G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer: 2 years, strong news and commercial delivery, veteran. Box 604G, B•T.

Experienced announcer, with first class ticket. At present station 4 years. Excellent references. Top rate DJ, popular or western. Married. Prefer warm area. Box 649G, B•T.

Announcer—DJ, experienced, employed, seeking larger market, 24, married, vet. Box 696G, B•T.

Disc jockey. Outline of a potential . . . anyone interested? Personality . . . number one, 100,000 market (Pulse). Air sales . . . same sponsors for two years (list on request). Client conscious . . . Service is my motto (list on request). Experienced DJ . . . three years in pops (one in r&b). Thinker . . . my mind is your mind. Cooperative . . . My policy is station policy. Make an offer . . . (major markets or suburbs). Box 698G, B•T.

Top commercial delivery. Good music and newsman. Excellent ratings. 4½ years experience. Employed. Larger market. $90 minimum. Box 707G, B•T. Tape and resume.

Top-rated music and newsman; strong sales-pitch. 4½ years. Employed. $85. Florida only. Tape-resume. Box 708G, B•T.

Announcer: 3 years experience. Good voice, reliable. Tape, first phone. Box 710G, B•T.

Baseball announcer—ex-Brooklyn Dodger farmhand. One year's experience—29—all sports. Box 716G, B•T.

Neat, efficient, experienced. College graduate. Excellent background music and sports. Interested in improvement only. Box 719G, B•T.

Announcer, negro DJ, commercials, news, experience light, ambitious, conscientious, tape available. Box 722G, B•T.

Network calibre announcer—presently employed, married, 1 child, ready to move up the line. Versatile staff announcer, strong news. Box 723G, B•T.

Top announcer—sports, news, interviews. 7 years experience — available immediately anywhere. Box 728G, B•T.

Wanted! Position with progressive station in south. Top-notch DJ, news and staff announcer. Six years radio, one year tv. Box 729G, B•T.

Radio-tv announcer desires position. Presently employed. Experience in two major markets. Four years am and two years tv. Top job on commercial accounts. Good selling record. College, reliable, and conscientious, with excellent references. Will consider branching out for news assignment . . . either am or tv. Heavy news experience. Married with new baby boy . . . draft exempt. Box 733G, B•T.

Attention Florida managers—PD's. Announcer, 32, anxious to return to Florida. Family. Completely dependable. 10 years diversified experience. Very salable delivery and appearance; know-how in community and client relationships. Now employed deep south. Prefer tv potential and/or aggressive am operation. Some capital. Interview possible. Box 737G, B•T.

Staff announcer, has potential, needs experience. Willing to work, willing to learn, very ambitious. 24, vet. 1 year experience. Box 739G, B•T.

Attention 250-500 watters. Young experienced announcer. Want permanency. Veteran. Box 740G, B•T.

Announcer. First class license. Good voice. Experienced. Box 745G, B•T.

Experienced announcer, seeking job with future, married, veteran, will travel, tape. Box 758G, B•T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, but no hot-shot. Looking for opportunity to prove myself an asset to your station. Sober, dependable. Tape and resume on request. Box 756G, B•T.

Announcer—8 years experience all phases. Warm, friendly delivery. Veteran, family man. Desire California. Request tape, photo. Box 759G, B•T.

Night worker! Announcer-newscaster, rewrite, MC, etc. Mature, reliable. Tape. Box 760G, B•T.

Announcer, negro, tremendous, disc jockey presentation, some experience. Tape available. Box 762G, B•T.

RADIO

Situations Wanted—(Cont'd)

Staff announcer—strong news, relayed commercial, DJ, versatile. Some experience. Box 765G, B•T.

Staff man—reliable. Sober—extremely energetic, ambitious. Married, will relocate. Box 766G, B•T.

Tape shows smooth DJ. Strong news and experienced play-by-play. Will you listen? Box 767G, B•T.

Experienced combo announcer. Capable, all phases. Married, veteran. College graduate. Box 769G, B•T.

Staff announcer—married. Mature friendly delivery. Strong-news, commercials, play-by-play. Tape. Relocate. Available April 11. Box 771G, B•T.

Country—western deejay: 6 solid years. Sincere, originality, humorous or straight mail pitch! Married veteran—references. Box 775G, B•T.

Announcer: Well versed in play-by-play sports, 2½ years staff and sport experience, college graduate. Box 777G, B•T.

Announcer—six years in the business, three as program director and news editor. Must locate within three-hundred-mile radius of New York City. If experience is what you want, plus versatility, then I'm your man. Tape, photo, and resume available on request or am available for personal interview. Box 778G, B•T.

Colored announcer. DJ. 2 years experience, strong on commercials and news. Knows music. Steady and ambitious. Operate board. Has half hour show at present with own sponsors. Want steady work on radio. Go anywhere. Resume and background on request. Box 784G, B•T.

Boston, Mass.—vicinity, audition, 25 years old, married, college graduate, sales background, as announcer-DJ. Jay Borelli. Homestead 9-9425 before 1:30 p,m,

Colored disc jockey. Former graduate of Cambridge School of Broadcasting. Good combination man. Good ideas. Single and free to travel. Will consider all offers. Available now. Write to: Reginald Dwyer. 933 St. Marks Avenue, Brooklyn, or call: PResident 8-5314.

Announcer desires to reenter radio-tv field. Six years Cleveland experience. Good news with understanding of most types of air presentation except sports. Excellent personal and professional references. Was 1954 summer man at NBC's owned and operated WTAM and WNBK. Prior to that worked two years as replacement at WGAR, 50,000 watt CBS affiliate in Cleveland. Contact Guy Ewing, 12951 Lake Ave., Lakewood, Ohio.

DJ, sports, play-by-play, versatile, 2 years experience, vet, married, 28, reliable, employed, contact Pete Franklin, WRCS, Ahoskie, N.C. Phone: 3101.

Experienced personality deejay. Good news. Single. Draft exempt. References. Tape. Marty Monroe, 248 Bay 22nd Street, Brooklyn 14, N. Y.

Staff announcer, victim of personnel cut. One year experience, best references. Ray Roland, WCEN, Mt. Pleasant, Michigan.

Summer replacement—midwest. College student with three years experience on network and independent stations, one in one of nation's major markets. Currently employed part-time at local station. Available for interview April 1-11, work about June 5-September 4. Tape. Contact Paul Schuett, 1314 Fell, Bloomington, Illinois. Phone: 9-1890.

Experienced announcer available. Top-notch voice, background. Tape. Leonard Sharpe, 119 E. Elm, Albion, Michigan. Telephone 6326.

Married vet, good voice, diction, desires opportunity in radio. Do dialects. University and radio school. Will travel. S. J. Sloan, 513 Zulema Street, Pittsburgh 13, Pa.

Announcer, experienced staff, singer, friendly deejay, strong news. Single, vet, will travel. Dick Stalter, 49 Lincoln Avenue, Newark 4, New Jersey. Telephone; HU 2-2282 (after 5).

Experienced staff announcer, authoritative newscaster. Relaxed commercial delivery. Korean veteran. Will travel. Mr. Mel Topper, 1189 43rd Street, Brooklyn 19, N.Y.

Technical

Combo chief, good voice. Graduate engineer, plenty of experience. Southwest only. Box 668G, B•T.

RADIO

Situations Wanted—(Cont'd)

Engineer, middle aged, wants change. No announcing. Best references. Box 697G, B•T.

First class licensee—two years experience in studio and transmitter. Midwest preferred. Box 699G, B•T.

Chief engineer—Good practical experience—construction—maintenance—operation, directionals and Doerhety amphlifiers. Box 705G, B•T.

First phone ship radar endorsement, many years experience in radio and television repairing. Box 706G, B•T.

Engineer, 1st phone, chief of three stations. 8 years experience, am-fm remote control. Wants permanent engineering position, prefer Florida or east coast. Available now. Write Box 713G, B•T.

Experienced, first phone, available immediately. Box 720G, B•T.

Engineer—intensive experience all phases. 1st class license, seeking permanent position, east preferred. Box 738G, B•T.

Radio-television. First phone. Graduate "TV Workshop," "RCA Institutes." School radio, tv, program-production. Creative writing. Four years operating director large recording studio. 39, married. Box 742G, B•T.

Engineer, first class license, 30, married trained in communications. Some experience, will travel. Prefer to relocate in Texas or southern territory. Box 776G, B•T.

Engineer, 1st phone. 7 years experience. Employed, family, permanent job desired, not combo. Preferably around Piedmont, N. C. Box 783G, B•T.

Have 1st class phone license, experienced in radio broadcasting. Desire placement. Available at once. Write Engineer, c/o Maud Kuhn, RFD #1, Eden, Miss.

Programming-Production, Others

Program director—sportscaster—deejay-first ticket—married—car. $100 week. Box 631G, B•T.

Program director. 12 years experience with independent stations. Presently employed. Seeking change. No floater, married, two children, veteran. Prefer northeast of California, but will consider any offer, Minimum acceptable salary $100 weekly. Box 695G, B•T.

Sports-director—program director. 5 solid years all phases radio, 1 television. Play-by-play, all sports, interviews. Southeastern Conference, Big Seven. Creative originality, fresh ideas, married, employed, vet, best references. Box 700G, B•T.

Newscaster—nine years experience—excellent air style—cover beat—any type special event—now doing more newscasts per day than any other newsman in one of top market areas. Married. Family. Like to try far west but no good offer turned down. Box 703G, B•T.

Your man Friday. Program director, traffic, copy, combo work. Family man, college graduate. Box 730G, B•T.

Continuity gal. Best client-sales staff—employer's references, offer shot in arm to business, if offer betters present position. Box 753G, B•T.

News . . . thoroughly experienced . . . good voice . . . tape available or will come for personal interview. Experience mostly radio but suitable for tv. Box 780G, B•T.

Attention west coast: Thoroughly experienced program director, engineer, announcer **desires** permanent, repeat, **permanent location. Family** wants to return **west to stay. Ideal triple threat** man for small operation. **$7,500 minimum. Shul**man, care general delivery, **Shullsburg, Wisconsin.**

TELEVISION

Help Wanted

Announcers

Tv announcer. Have immediate opening for tv announcer for vhf station located in large southern market. State all qualifications and enclose photo, with reply. Box 755G, B•T.

Technical

Studio technical personnel for television and radio operation in a midwestern metropolitan market. Good starting salary with periodic increases. Very best equipment and excellent employee relationship. State education, experience, draft classification, and provide a snapshot. Reply Box 453G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Tv transmitter engineer—experienced, capable of operation and maintenance of 50kw high band equipment. Want man with confidence of own ability, to take charge of transmitter facility. State salary desired. Available April 1, 1955. Box 537G, B•T.

Wanted: Denver tv station wants time saleman. Must have experience in tv or radio. Write Box 712G, B•T.

Programming-Production, Others

Production manager-director, excellent opportunity for qualified man. Give references, experience and salary expected first letter. Box 680G, B•T.

Producer-director: Large southern market vhf station. Must be experienced in lighting, staging and switching. Send full particulars together with salary expected; and recent snapshot to Box 754G, B•T.

Situations Wanted

Managerial

General manager: Due to death of major stockholder, my radio-television property purchased by competing station. Am throughly experienced general manager with successful record directing local and national sales. Have wide agency time-buyer contacts. Working knowledge FCC procedure. Age, mid-thirties. Married, two children. References include network, agency, representatives, national advertiser and industry law figures. Box 763G, B•T.

Commercial manager, am thoroughly experienced manager with successful record directing local and national sales. Have wide agency time-buying contacts. Working knowledge FCC procedure. Age, mid-thirties. Married, two children. References include network, agency, representatives national advertisers and law figures. Due to death of major stockholder, my radio-television property purchased by competing station. Box 764G, B•T.

Programming-Production, Others

May dynamic director, instrumental in organizing two stations, help you? Box 491G, B•T.

Motion picture cameraman, completely equipped. Available for newsreel, commercial, production. Prefer foreign assignment. Box 545G, B•T.

Top-rated, sponsored newscaster—colorful, distinctive. Enterprising, mature news-sense; Intelligent appearance; Thorougly experienced; Awards; Highest references; SDX, RTNDA; Ex-newspaperman B.S.; Now ND 50kw net. Want tv news! Box 677G, B•T.

Thinking about summer replacement help? I'm available. Details on request. Box 702G, B•T.

Photographer-film editor, 2 years experience desires to locate in east or northeast. Fully capable of doing anything in film department. Single, 26 will relocate. Excellent references. Resume on request. Box 711G, B•T.

3 years tv experience . . . film editor, cameraman, video-switcher, director, production manager. Confident . . . Willing to accept probationary period. Resume available. Box 715G, B•T.

Copywriter-announcer—experience Florida ABC-TV affiliate. Available congenial outfit anywhere. Veteran, single, references. Box 721G, B•T.

Tv-director-announcer, two years experience, major uhf station. Desires new uhf station, help put it on air. Excellent as on camera announcer. Single-veteran. Four years radio experience. Box 724G, B•T.

Radio news director wants similar job on tv station. Experienced all phases of radio news. Active news gathering bureau. Worked for metropolitan daily, Associated and United Press. Married, 28. Prefer west, but all offers considered. Extensive resume available. Box 725G, B•T.

Production man available. Creative. Knows how to budget, organize efficiently, plan maximum audience. Experienced departmental management, color, documentary film production, electronics. National award winner, mature, sober, college degrees, happy family. Wants to join progressive, public service minded organization. Box 731G, B•T.

Experienced cameraman: Extensive background; video, audio, floor manager, directing. Seeks permanent position with production opportunity. Box 743G, B•T.

FOR SALE

Stations

Pampa, Texas. 250 watt indie. Fulltime. All Gates and only four years old. Price for quick sale. Phone 4-2551. Box 654G, B•T.

For Sale—(Cont'd)

Investment invited for 50,000 watt radio station in Montevideo, Uruguay, South America. Box 701G, B•T.

Now for sale. Fm radio station with all modern facilities and equipment, ideally located in large midwestern city. For further information and particulars write Box 709G, B•T.

For sale: Established midwest one kilowatt, unlimited, network affiliate, in good farming area. Excellent opportunity for right party. Box 726G, B•T.

Here's a real money maker in the mid-south. Remote controlled kilowatt daytimer with practically new equipment. Has always operated in the black. Owners have other interests. Box 750G, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

Six towers, galvanized, self-supporting 75 ft. Used singly for communications or fringe area tv. Combine for 150 or 300 ft. guyed towers F.O.B. California. Send offer. Box 704G, B•T.

For sale: Studio camera, view finder, RCA TK-10-A, current regulator, camera control, TM5-A master monitor, with tubes less power supplies, used few hours. Box 717G, B•T.

One excess RCA 16mm projector, TP-16F. Condition excellent. Like new. Has run very little film. We will consider $3800., plus shipping. Box 734G, B•T.

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 772G, B•T.

Gates transmitter control console type SA-97 complete with power supply. Suitable for KGHF, Pueblo, Colorado.

18.2 KVA power transformer, 3 phase. Tapped primary 200 to 240 volts. Secondary 4,000 volts. P.A. Greer, WAKE, Greenville, S. C.

Complete fm station, clean as a pin, including 1 RCA BTF-3B 3kw transmitter, Hewlett-Packard 335B modulation and frequency monitor, 4-bay multi-V 3.7 gain antenna, 340 ft., 1⅝ inch coaxial cable, automatic dehydrator and complete set of spare tubes. Less than 6000 hours operation. Make us cash offer as is where is. Our engineer available at reasonable figure if desired to dismantle and crate. WSNW, Seneca, South Carolina.

300 foot Lehigh self-supporting galvanized tower. Designed to support tv antenna. Will erect, light and paint on your site if desired. Write or call C. H. Fisher, 6100 N.E. Columbia Blvd., Portland, Oregon. Phone: TRinity 7303.

Custom built am broadcast transmitters, all types and powers. Fully guaranteed for economical and reliable unattended operation. Fritz Bauer, 1500 S. Fairway Terrace, Springfield, Missouri.

New Western Electric RD 100 program switchers. 10 input, six channels, dual pre-set. **Original price $23,000, our delivered price $4995.00. O'Brien Electric, 6514 Santa Monica Blvd., Hollywood 38,** California.

RCA-1kw uhf transmitter, antenna, monitors and complete studio set up for channel 28 operation. Full specifications and conditions of sale available. Write to: D. L. McNamara, Purchasing Agent, University of Southern California, University Park, Los Angeles 7, California.

For sale: Used Motorola 150 megacycles fm mobile receivers and transmitters, make excellent remote pickup equipment. Transmitters, dyamotor powered, 30 watt output. Price, $65, per receiver, $65 per transmitter, includes cover and mounting plate, less cables. Also Western Electric 13A transmission measuring set. M. Hoffman, 3321 Ewald, Detroit 38, Michigan.

Wanted to Buy

Stations

Lease with option to buy, local or regional full-time radio station. Box 735G, B•T.

Ft. Lauderdale, Fla., will trade for radio property beautiful 10 unit, 10 bath apartment, ½ block from ocean. Box 752G, B•T.

Florida, New England, N. Y. State, East Pa. . . . miniumum trading area 200,000 population . . . will pay cash. Box 761G, B•T.

Radio stations. Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment

Wanted to buy uhf equipment. Highest cash prices paid. Box 365G, B•T.

Wanted to Buy—(Cont'd)

Used stabilizing amplifier and master monitor. Prefer RCA. Have Tel-Instrument model 2000 grating generator for sale or trade. Box 744G, B•T.

New or used equipment—desire rock-bottom prices on complete equipment for 5000 watt am radio station including transmitter—350–400 foot tower—antenna—studio, etc. For proposed educational-commercial station in Pacific Ocean area. Box 768G, B•T.

Wanted: Complete RCA field camera chain and power supply, model TK 31. Also want used field sync generator and TD 1-A camera pedestal dolly. Clusinberry, Chief Engineer, KCEN-TV, Temple, Texas.

Wanted: Good used RCA TM-2C or D utility monitor, WDAY Inc., Fargo, N.D.

Wanted, used recording tape. Any amount, write full details, Lackner Enterprises, 2029 Bradley, Chicago 18.

Need used one Kw am transmitter, modulation and frequency monitors, 180 ft. tower. Write Box 301, Mayodan, N. C.

Instruction

Get your FCC first phone license in 8 weeks. Intensive personalized instruction by correspondence or in residence. Free brochure. Grantham, Dept. 1-E, 6064 Hollywood Blvd., Hollywood, California.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

Coaching groups starting—FCC phone license. Low cost, minimum time, intensive personal instruction. Contact Julie Elkins, 1733 Broadway, New York City or PLaza 7-1858.

RADIO

Help Wanted

TV — RADIO
Commercial Writer Wanted

Los Angeles Office of national 4-A Agency needs male writer with minimum of 3 yrs. continuous agency experience. Must be able to write commercial copy with understanding of the requirements of live TV and film production (live action and animation). Write Box 736G, giving age, qualifications and salary desired.

Situations Wanted

Managerial

VETERAN RADIO MANAGER AVAILABLE

If you need a well experienced manager who (1) thoroughly knows the national field; (2) has excellent record in community affairs; (3) has run local, regional and 50 kw stations in small and large markets; (4) wide industry acquaintances; (5) top references; then I'm your man. I'm 44 years old, married, in radio 23 years. Available for personal interview any place, any time. Prefer midwest or Pacific northwest. **Box 770G, B•T**

TELEVISION

Help Wanted

Managerial

TV STATION MANAGER WANTED

Must be a man who is strong on sales with a thorough knowledge of TV management problems. Prefer man with background in medium or small market operation with a proven record. This is an excellent opportunity in a VHF station for man who has know-how and will work. Please submit detailed background in first letter. All replies completely confidential.

Box 589G, B•T.

Situations Wanted

Programming-Production, Others

TRTVN ★

***Topnotch Radio-TV Newsman**

Network quality performer, now employed, 50 kw radio VHF-TV 5½ years. Newscasting regular part of duties. Gather, write, edit, report. Want position with major emphasis on news. Best references. Family man. Reasonable salary requirement.

Box 718G, B•T

FOR SALE

Equipment Etc.

UHF XMTR FOR SALE

RCA UHF 1 KW XMTR

RCA UHF CH. 42 ANTENNA

FILTER PLEXER, R.F. LOAD AND WATTMETER. MAKE OFFER!

WRITE: DON C. WIRTH
WNAM-TV
NEENAH, WISCONSIN

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at your fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-4385

FOR THE RECORD

(Continued from page 124)

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WSPC Anniston, Ala., while using nondirectional antenna; KSGM Ste. Genevieve, Mo., while using nondirectional antenna.

Actions of March 10

Modification of CP

The following were granted extensions of completion dates as shown: WTLF (TV) Baltimore, Md., to 10-9-55; WOOD-TV Grand Rapids, Mich., to 9-30-55.

Actions of March 9

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KORA Bryan, Tex.; WFBC-AM-FM Greenville, S. C.; WVET Rochester, N. Y., while using nondirectional antenna.

Modification of License

WGVM Greenville, Miss., Cotton Belt Bcstg. Corp. of Miss.—Granted mod. of license to change name to Mid-America Bcstg. Co. (BML-1619).

Granted CP

KBIF Fresno, Calif., John Poole Bcstg. Co.—Granted CP to replace expired CP (BP-8410) as mod., which authorized change in name of applicant, changes in antenna system, transmitter, studio and station location; conditions (BP-9714).

Modification of CP

The following were granted extensions of completion dates as shown: WMFD-TV Wilmington, N. C., to 9-29-55; WRAY-TV Princeton, Ind., to 9-11-55; KSLA (TV) Shreveport, La., to 8-1-55; WOI-TV Ames, Iowa, to 6-11-55; WNCT (TV) Greenville, N. C., to 10-1-55; KROD-TV El Paso, Tex., to 9-30-55; WRAK-FM Williamsport, Pa., to 7-12-55.

Actions of March 8

Remote Control

KNET Palestine, Tex., Palestine Bcstg. Corp.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted extensions of completion dates as shown: WFBC-TV Greenville, S. C., to 9-29-55; WDEF-TV Chattanooga, Tenn., to 9-28-55; WGN-TV Chicago, Ill., to 9-27-55; WJNO-TV West Palm Beach, Fla., to 9-15-55; KEYT (TV) Santa Barbara, Calif., to 9-27-55; WTSK-TV Knoxville, Tenn., to 9-24-55; WKDN-TV Camden, N. J., to 9-28-55; WGEM-TV Quincy, Ill., to 9-24-55; KWTV (TV) Oklahoma City, Okla., to 9-22-55; KTVA (TV) Anchorage, Alaska, to 9-29-55; WMTW (TV) Poland Spring, Me., to 9-26-55; KLAS-TV Las Vegas, Nev., to 9-29-55· WREX-TV Rockford, Ill., to 9-15-55; WFMY-TV Greensboro, N. C., to 9-22-55; KLFY-TV Lafayette, La., to 9-24-55.

Actions of March 7

Granted License

WNRC-FM New Rochelle, N. Y., Radio New Rochelle Inc.—Granted license to cover CP (BPH-1726) which replaced expired CP as modified, for fm broadcast station; ch. 228 (93.5 mc), 1 kw; antenna 190 feet (BLH-834).

KWGS (FM) Tulsa, Okla., The U. of Tulsa—Granted license covering changes in educational fm station; ERP: 4.1 kw; antenna height 350 feet (BLED-168).

Modification of CP

The following were granted extensions of completion dates as shown: WDAS Philadelphia, Pa., to 10-11-55, conditions; WHAT Philadelphia, Pa., to 6-15-55; KOED-TV Tulsa, Okla., to 9-21-55; KZTV (TV) Reno, Nev., to 9-16-55; WKNB-TV New Britain, Conn., to 7-15-55; WLVA-TV Lynchburg, Va., to 9-9-55; KQED (TV) Berkeley, Calif., to 9-22-55; WWLA Lancaster, Pa., to 9-15-55.

Miscellaneous

RECORDING STAR—on verge BIG TIME

Offers

10% **$10,000**

or 5% $6,000 of next three years potential profits from all earnings and 10% GROSS record royalties. Needed for exploitation. Highly rated, critic-applauded. Address MANAGER, Box 785G B•T. Hollywood in complete confidence.

March 14 Applications

ACCEPTED FOR FILING

Modification of CP

WKOP Binghamton, N. Y., The Binghamton Bcstrs. Inc.—Modification of construction permit (BP-9218) as modified, which authorized increase daytime power and install DA for daytime use (DA-2) and install new transmitter for daytime use only, for extension of completion date (BMP-6794).

WQXI-TV Atlanta, Ga., Robert W. Rounsaville—Mod. of CP (BPCT-1513) as mod. which authorized new tv station to extend completion date to 1-1-56 (BMPCT-2954).

WQXN-TV Cincinnati, Ohio, Robert W. Rounsaville—Mod. of CP (BPCT-1681) as mod., which authorized a new tv station to extend completion date to 1-1-56 (BMPCT-2955).

Remote Control

KENT Shreveport, La., Frank H. Ford—(BRC-682).

WHBT Harriman, Tenn., The Harriman Bcstg. Co.—(BRC-683).

WSSV Petersburg, Va., Southside Virginia Bcstg. Corp.—(BRC-681).

Renewal of License

KXIR North Little Rock, Ark., Arkansas Airwaves Co.—(BR-1248).

WIKC Bogalusa, La., Curt Siegelin, Administrator of the Estate of Dorothy Moss Siegelin, Deceased—(BR-1667).

KLOU Lake Charles, La., The Pelican Bcstg. Co.—(BR-1588).

WWEZ New Orleans, La., WWEZ Radio Inc—(BR-1945).

KFPW-FM Fort Smith, Ark., Tulsa Bcstg. Co.—(BRH-461).

WAFB-FM Baton Rouge, La., Modern Bcstg. Co. of Baton Rouge Inc.—(BRH-326).

Application Returned

KVRH Salida, Colo., Heart of the Rockies Bcstg. Co.—Voluntary transfer of control of licensee corporation from Jon Lohmer to A. N. Wall and John R. Wall.

WCRS-FM Greenwood, S. C., Grenco Inc.—License application. Not signed by notary.

WTUN (FM) Tampa, Fla., U. of Tampa.—(BRED-110).

License for CP

WHBL-FM Sheboygan, Wis., WHBL Inc.—License to cover CP (BPH-1984) which authorized changes in licensed station (BLH-1038).

WMT-TV Cedar Rapids, Iowa, WMT-TV Inc.—License to cover CP (BPCT-1895) which authorized changes in existing tv station (BLCT-278).

WMIN-TV St. Paul, Minn., WMIN Bcstg. Co.—License to cover CP (BPCT-343) as mod., which authorized new tv station (BLCT-274).

WCBS-TV New York, N. Y., Columbia Bcstg. System Inc.—License to cover CP (BPCT-1921) which authorized changes in facilities of existing tv station (BLCT-271).

WIS-TV Columbia, S. C., WIS-TV Corp.—License to cover CP (BPCT-1560) as mod., which authorized new tv station (BLCT-269).

KXJB-TV Valley City, S. D., North Dakota Bcstg. Co.—License to cover CP (BPCT-1727) as mod., which authorized new tv station and to specify studio location as Granger Hill, Valley City (BLCT-261).

March 15 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman on March 10

Chief Broadcast Bureau—Granted petition for an extension of time to and including March 28 in which to file proposed findings re am application of Latrobe Bcstrs., Latrobe, Pa. (Docket 10428).

By Hearing Examiner Annie Neal Huntting on March 10

WAPF McComb, Miss., Southwestern Bcstg. Co. of Miss.—Issued first statement concerning prehearing conferences and Order which shall govern the course of hearing re am application of WAPF (Docket 11251).

By Hearing Examiner Hugh B. Hutchison on March 10

Mayaguez, P. R., Ponce De Leon Bcstg. Co. of P. R.—Granted petition for continuance without date of the prehearing conference scheduled for March 11 in re applications for tv ch. 3 (Dockets 11287 et al.).

By Hearing Examiner J. D. Bond on March 11

Biloxi, Miss., Radio Associates Inc.; WLOX Bcstg. Co.—Scheduled prehearing conference for April 7 in re applications for tv ch. 13 (Dockets 10844-45).

By Hearing Examiner Hugh B. Hutchison on March 14

Scheduled hearing on March 28 on am applications of Port Bcstg. Co., Wilmington, N. C., and WISP Kinston, N. C. (Dockets 10749, 11027).

Gave notice of a prehearing conference on March 24 in re am applications of Cherokee Bcstg. Co. and Valley Bcstg. Co., both of Murphy, N. C. (Dockets 11102, 11255).

Southern arithmetic:

This apparently zany addition is by no means meaningless. Within the far-flung limits of influence exerted by Atlanta's radio station WSB and television station WSB-TV are a given number of homes. This is ALL the homes there are in this area. Use the power of WSB plus WSB-TV and you reach them all. In the South no other combination of media reaches so many, so effectively . . . for so little.

wsb
The Voice of the South
750 KC

wsb-tv
The Great AREA station
of the Southeast
CHANNEL 2

NBC Affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution.

March 15 Applications

ACCEPTED FOR FILING

Renewal of License

WFPR Hammond, La., Cyril W. Reddoch and Ralph L. Hooks d/b as Louisiana Bcstrs.—(BR-2243).

KRUS Ruston, La., Clarence E. Faulk Jr. tr/as Ruston Bcstg. Co.—(BR-1784).

Remote Control

KYSM Mankato, Minn., F. B. Clements & Co. d/b as Southern Minnesota Supply Co.—(BRC-684).

Renewal of License

WHTB-FM Talledega, Ala., Voice of Talladega—(BRH-728).

WRFM (FM) Hattiesburg, Miss., Forrest Bcstg. Co.—(BRH-562).

Remote Control

KYSM-FM Mankato, Minn., F. B. Clements & Co., a co-partnership composed of F. Braden Clements et al. d/b as Southern Minnesota Supply Co.—Operation by remote control, transmitter may be operated from 101 North 2nd St., Mankato (BRCH-129).

Modification of CP

WHP-FM Harrisburg, Pa., WHP Inc.—Mod. of CP (BPH-410) as modified, which authorized new fm station for extension of completion date (BMPH-4987).

License for CP

WTCN-TV Minneapolis, Minn., Minnesota Television Public Service Corp.—License to cover CP (BPCT-844) as mod. which authorized new tv station (BLCT-273).

March 16 Applications

ACCEPTED FOR FILING

License for CP

KOLR Sterling, Colo., High Plains Bcstg. Corp.—License to cover CP (BP-9521) as mod. which authorized new standard broadcast station (BL-5648).

WPRY Perry, Fla., E. P. Martin, Alpha B. Martin, Elmo B. Kitts, John A. Branch and John D. Goff d/b as Taylor County Bcstg. Co.—License to cover CP (BP-9548) which authorized change frequency and change hours of operation (BL-5649).

Modification of CP

WQXR New York, N. Y., Interstate Bcstg. Co.—Mod. of CP (BP-4506) as mod. which authorized increase power, install directional antenna (DA-1) and change in type transmitter for extension of completion date (BMP-6796).

License for CP

WEED Rocky Mount, N. C., William Avera Wynne—License to cover CP (BP-9461) which authorized increase daytime power and install new transmitter (BL-5651).

WCKI Greer, S. C., Vernon Tennyson Fox and S. Gibson Bruce Jr. d/b as Greer Radiocasting Co.—License to cover CP (BP-9383) as mod. which authorized new standard broadcast station (BL-5650).

WALD Walterboro, S. C., Walterboro Bcstg. Co.—License to cover CP (BP-9450) which authorized change frequency, increase power, change hours of operation and install new transmitter and make changes in the antenna system (increase height) (BL-5652).

KYNT Yankton, S. D., Yankton Bcstg. Co.—License to cover CP (BP-9277) as mod. which authorized new standard broadcast station (BL-5647).

KHOZ Harrison, Ark., Harrison Bcstg. Corp.—(BR-1387).

KPLC Lake Charles, La., T. B. Lanford, L. M. Sepaugh, R. M. Dean and Viola Pipe Dean Trust, d/b as Calcasieu Bcstg. Co.—(BR-844).

KREH Oakdale, La., Cyril W. Reddoch, as an individual and as executor of the estate of Klien Evans, deceased, d/b as Louisiana Bcstg. Service—(BR-2784).

WJPR Greenville, Miss., Emmet Holmes McMurry Jr. and Frank Wilson Baldwin, d/b as Radio Services Co.—(BR-1026).

APPLICATIONS RETURNED

WCLB Camilla, Ga., Emerson W. Browne, Russell A. Browne and Charles L. Browne Jr., d/b as Capel Bcstg. Co.—CP to change frequency from 1540 to 1220 kc, increase power from 250 w to 1 kw and change type transmitter. Section I not filed.

KVSF Santa Fe, N. M., Santa Fe Bcstg. Co.—Voluntary assignment of license to New Mexico Bcstg. Co. Application not notarized.

Modification of CP

WISH-TV Indianapolis, Ind., Universal Bcstg. Co.—Mod. of CP (BPCT-110 as mod. which authorized new tv station to extend completion date to 6-20-55 (BMPCT-2959).

KWFT-TV Wichita Falls, Tex., Wichita Falls Television Inc.—Mod. of CP (BPCT-1309) as mod. which authorized new tv station to extend completion date (BMPCT-2958).

KETA (TV) Oklahoma City, Okla., The Oklahoma Educational Television Authority—Mod. of CP (BPET-21) as mod., which authorized new educational tv station to extend completion date to 9-18-55 (BMPET-67).

TELESTATUS

March 21, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Andalusia†—
Ala. Educ. Tv Comm. (*2) 3/9/55-Unknown

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS; Katz; 304,320
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 26,230

Dothan†—
►WTVY (9) Young

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 51,200
►WSFA-TV (12) NBC; Katz; 89,110

Munford†—
►WEDM (*7)

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 116,370

Total stations on air in U. S. and possessions: 426; total cities with stations on air: 284. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 36,029,308.

***Indicates educational stations.**

† Cities NOT interconnected.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 459,256; WGR-TV, 419,577.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

New Tv Stations

The following tv stations are the newest to start regular programming:

WLEX-TV Lexington, Ky. (ch. 18), March 15.

KLOR (TV) Portland, Ore. (ch. 12), March 14.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
456,000
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 116,370
►KPHO-TV (5) CBS, DuM; Katz; 116,370
►KTVK (3) ABC; Weed
Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 37,957
►KVOA-TV (4) ABC, NBC; Raymer; 37,957
Yuma†—
►KIVA (11) NBC, DuM; Grant; 26,136

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 27,500
KNAC-TV (5) Rambeau; 6/3/54-Unknown
Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 95,581
KTHV (11) Branham; 11/4/54-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 87,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801
Corona†—
KCOA (52), 9/16/53-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 19,500
Fresno—
KBID-TV (53) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54
Los Angeles—
►KABC-TV (7) ABC; Petry; 2,034,933
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Weed; 2,034,933
►KHJ-TV (9) DuM; H-R; 2,034,933
►KNXT (2) CBS; CBS Spot Sls.; 2,034,933
►KRCA (4) NBC; NBC Spot Sls.; 2,034,933
►KTLA (5) Raymer; 2,034,933
►KTTV (11) Blair; 2,034,933
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC; Weed; 127,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) CBS, ABC; H-R; 9/29/54-3/20/55
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 290,000
►KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53—Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15
►KGO-TV (7) ABC; Petry; 1,068,555
►KPIX (5) CBS; Katz; 1,068,555
►KRON-TV (4) NBC; Free & Peters; 1,068,555
►KSAN-TV (32) Stars National; 210,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 82,836
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192
Stockton†—
►KOVR (13) DuM; Blair; 1,054,000
►KTVU (36) NBC; Hollingbery; 120,000
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000
Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
►KRDO-TV (13) NBC; McGillvra; 40,000
Denver—
►KBTV (9) ABC; Free & Peters; 273,069
►KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 273,069
►KLZ-TV (7) CBS; Katz; 273,069
►KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown
Grand Junction†—
►KFXJ-TV (5) NBC, CBS, DuM; Holman; 9,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 50,000

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R; 291,299
New Britain—
►WKNB-TV (30) CBS; Bolling; 284,169
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 934,448
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 193,320

DELAWARE

Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

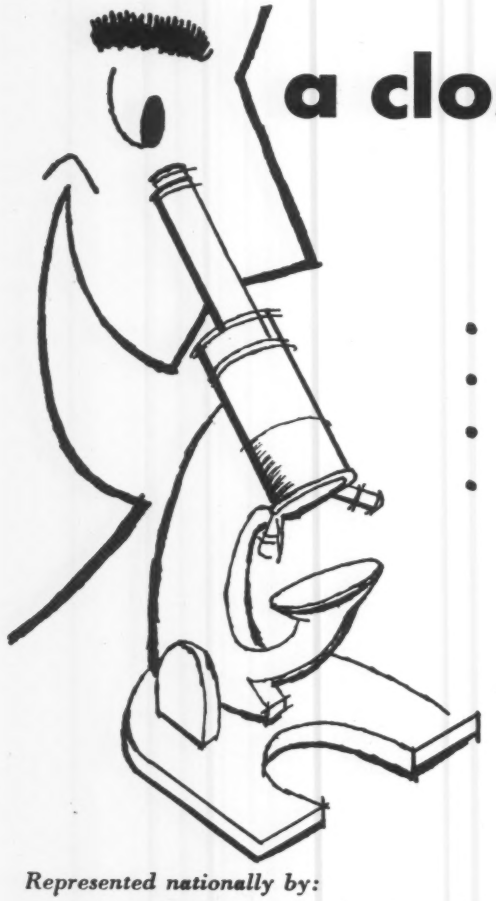
DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
►WRC-TV (4) NBC; NBC Spot Sls.; 707,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 672,200
►WTTG (5) DuM; H-R; 642,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
►WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

Represented nationally by:
The Bolling Co. New York & Chicago

Fort Myers†—
► WINK-TV (11) ABC, CBS; McGillvra; 11,726
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 405,600
WOBS-TV (30) Stars National; 8/12/53-Spring '55
Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 304,800
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 80,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750
Pensacola†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) 32,500
St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000
Tampa†—
► WFLA-TV (8) NBC; Blair; 175,000
WTVT (13) CBS; Avery-Knodel; 9/2/54-4/1/55
West Palm Beach—
► WEAT-TV (12) ABC; Walker
► WIRK-TV (21) DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Venard; 231,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000
► WQXI-TV (36) 23,742
► WSB-TV (2) NBC; Petry; 484,725
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 133,000
► WRDW-TV (12) CBS; Headley-Reed; 131,444
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 84,690
► WRBL-TV (4) CBS; Hollingbery; 95,412
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 94,628
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) McGillvra; 150,990
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 60,107
WSAV-TV (3) 1/26/55-Unknown
Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

IDAHO

Boise†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 43,985
► KIDO-TV (7) ABC, NBC; Blair; 41,900
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 32,018
Lewiston†—
Lewiston Tv Co. (3) 2/9/55-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Unknown

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 320,000
Bloomington—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,877,600
► WBKB (7) ABC; Blair; 2,074,000
► WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 160,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Peoria—
► WEEK-TV (43) NBC, DuM; Headley-Reed; 229,274
► WTVH-TV (19) CBS, ABC; Petry; 229,274
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 252,114
► WTVO (39) NBC, DuM; Weed; 100,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 95,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55
Bloomington—
► WTTV (4) NBC, DuM; Meeker; 622,727 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139
Evansville—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► WKJG-TV (33) NBC, DuM; Raymer; 132,547
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
► WISH-TV (8) ABC, CBS, DuM; Bolling; 540,020
► WTTV (4) See Bloomington
Lafayette†—
► WFAM-TV (59) CBS, DuM; Rambeau; 66,500
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 154,000
Waterloo (Fort Wayne)—
► WINT (15) ABC, CBS; H-R; 133,478

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 289,940
Cedar Rapids—
► KCRG-TV (9) ABC, DuM; Venard; 116,333
► WMT-TV (2) CBS; Katz; 266,800
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 295,165
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,500
► WHO-TV (13) NBC; Free & Peters; 302,000
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) NBC, DuM; Pearson; 22,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 135,932
Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835
► KVTV (9) ABC, CBS, DuM; Katz; 152,835
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 126,258
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 199,012
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz, 91,552
Topeka—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 426,427
Wichita—
► KAKE-TV (10) ABC; Hollingbery; 195,110
► KEDD (16) NBC; Petry; 124,311
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 80,831
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
► WLEX-TV (18) NBC, ABC, DuM; Forjoe
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600
Baton Rouge—
► WAFB-TV (28) ABC, CBS, DuM; Young; 80,000
WBRZ (2) Hollingbery; 1/28/54-4/15/55

THE MOST POWERFUL TV STATION IN NORTH AMERICA!

You Can SERVE... SELL and PROFIT Well on CKLW-TV's MILLION DOLLAR MOVIES

YOUR AUDIENCE WILL SEE...
The Finest collection of First Run Movies ever scheduled in the Detroit Market.

YOUR CLIENT WILL PROFIT WITH...
Six participating film commercials per week in a repeated First Run Movie Schedule in high rated premium time.

YOUR COMMERCIALS SELL TO AN ESTABLISHED AUDIENCE...
Based on current performances First Run Movies repeated four times weekly have produced a cumulative ARB Rating of 50.1 . . . 600,000 TV homes with an average of 2.5 viewers per set at a cost of 76c per thousand viewers.

It all adds up to a million dollar bargain so write, wire or phone your Adam J. Young Representative or

CKLW-TV channel 9, Detroit
J. E. Campeau President

Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55

Lake Charles—
► KPLC-TV (7) ABC, NBC; Weed; 66,000
► KTAG (25) CBS, DuM; Young; 44,550

Monroe—
► **KNOE-TV (8) CBS, NBC, ABC, DuM; H-R;** 206,000

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
► **WDSU-TV (6) ABC, CBS, NBC, DuM; Blair;** 306,096
► **WJMR-TV (61) ABC, CBS, DuM; Bolling;** 108,992

Shreveport—
► **KSLA (12) ABC, CBS, NBC, DuM; Raymer;** 77,730
Shreveport Tv Co. (12) Initial Decision 6/7/54- See footnote (d)
KTBS Inc. (3) 2/16/55-9/1/55

MAINE

Bangor—
► **WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,104**
► WTWO (2) CBS; Venard

Lewiston—
► **WLAM-TV (17) DuM; Everett-McKinney; 24,000**

Poland Spring—
► **WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933**

Portland—
► WCSH-TV (6) NBC, DuM; Weed; 164,343
► WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
► **WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 588,336**
► **WBAL-TV (11) NBC; Petry; 588,336**
WITH-TV (72) Forjoe; 12/18/52-Unknown
► **WMAR-TV (2) CBS; Katz; 588,336**
WTLF (18) 12/9/53-Unknown

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
► **WBOC-TV (16) ABC, CBS, DuM; Burn-Smith;** 50,710

MASSACHUSETTS

Adams (Pittsfield)—
► **WMGT (19) DuM; Walker; 169,015**

Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,279,776
WGBH-TV (*2) 7/16/53-April '55
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,279,776

Brockton†—
WHEF-TV (62) 7/30/53-Unknown

Cambridge (Boston)—
► **WTAO-TV (56) DuM; Everett-McKinney;** 190,000

Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 168,000
► WWLP (61) ABC, NBC; Hollingbery; 168,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 86,478

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 24,000
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
► **WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793**

Cadillac†—
► **WWTV (13) ABC, CBS, DuM; Weed; 64,920**

Detroit—
WBID-TV (50) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,553,200
WTVS (*56) 7/14/54-Unknown
► **WWJ-TV (4) NBC; Hollingbery; 1,466,000**
► **WXYZ-TV (7) ABC; Blair; 1,466,000**
► CKLW-TV (9) 1,496,000. See Windsor, Ont.

East Lansing†—
► **WKAR-TV (*60)**

Flint—
WJRT (12) 5/12/54-Unknown

Grand Rapids—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 510,566
WMCN (23) 9/2/54-Unknown

Kalamazoo—
► WKZO-TV (3) CBS, ABC, NBC, DuM; Avery-Knodel; 542,409

Lansing—
► **WTOM-TV (54) ABC, DuM; Everett-McKinney;** 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 417,000

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000

Traverse City—
► WPBN-TV (7) NBC; Holman; 36,965

MINNESOTA

Austin—
► KMMT (6) ABC; Headley-Reed; 54,515

Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 93,300
► **WDSM-TV (6). See Superior, Wis.**
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
► KEYD-TV (9) DuM; H-R; 585,000
► WCCO-TV (4) CBS; Free & Peters; 573,300
► WTCN-TV (11) ABC; Blair; 573,300

Rochester—
► KROC-TV (10) NBC; Meeker; 95,833

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 573,300
► WMIN-TV (11) ABC; Blair; 573,300

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Summer '55

Jackson—
► **WJTV (25) CBS, DuM; Katz; 68,404**
► **WLBT (3) NBC; Hollingbery; 122,765**
► WSLI-TV (12) ABC; Weed; 115,000

Meridian†—
WCOC-TV (30) See footnote (c)
► **WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800**

Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
► KFVS-TV (12) CBS; Headley-Reed; 115,200

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 63,295

Festus†—
KACY (14) See footnote (c)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 150,504
► **WGEM-TV (10) See Quincy, Ill.**

Jefferson City†—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv

Joplin—
► KSWM-TV (12) CBS; Venard; 84,680

Kansas City—
► KCMO-TV (5) ABC, CBS, DuM; Katz; 475,064
► KMBC-TV (9) CBS; Free & Peters; 475,064
► **WDAF-TV (4) NBC; Harrington, Righter & Parsons;** 475,064

Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 129,716

St. Louis—
► **KETC (*9) 500,000**
► **KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.;** 761,760
► **KWK-TV (4) CBS; Katz**
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► **WTVI (54) See Belleville, Ill.**
WTVI Belleville, Ill. (36) 3/9/55-Unknown (station currently operates on ch. 54 at Belleville)

Sedalia†—
► **KDRO-TV (6) Pearson; 57,000**

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 62,370
► KYTV (3) NBC; Hollingbery; 69,300

MONTANA

Billings†—
► **KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000**

Butte†—
KOPR-TV (4) See footnote (c)
► **KXLF-TV (6) ABC; No estimate given**

Great Falls†—
► **KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair,** Blair-Tv; 20,500

Missoula†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 18,750

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown

Kearney (Holdrege)—
► **KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker;** 53,492

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 117,208
► KUON-TV (*12) 72,849

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 286,000
► WOW-TV (6) NBC, DuM; Blair; 286,000

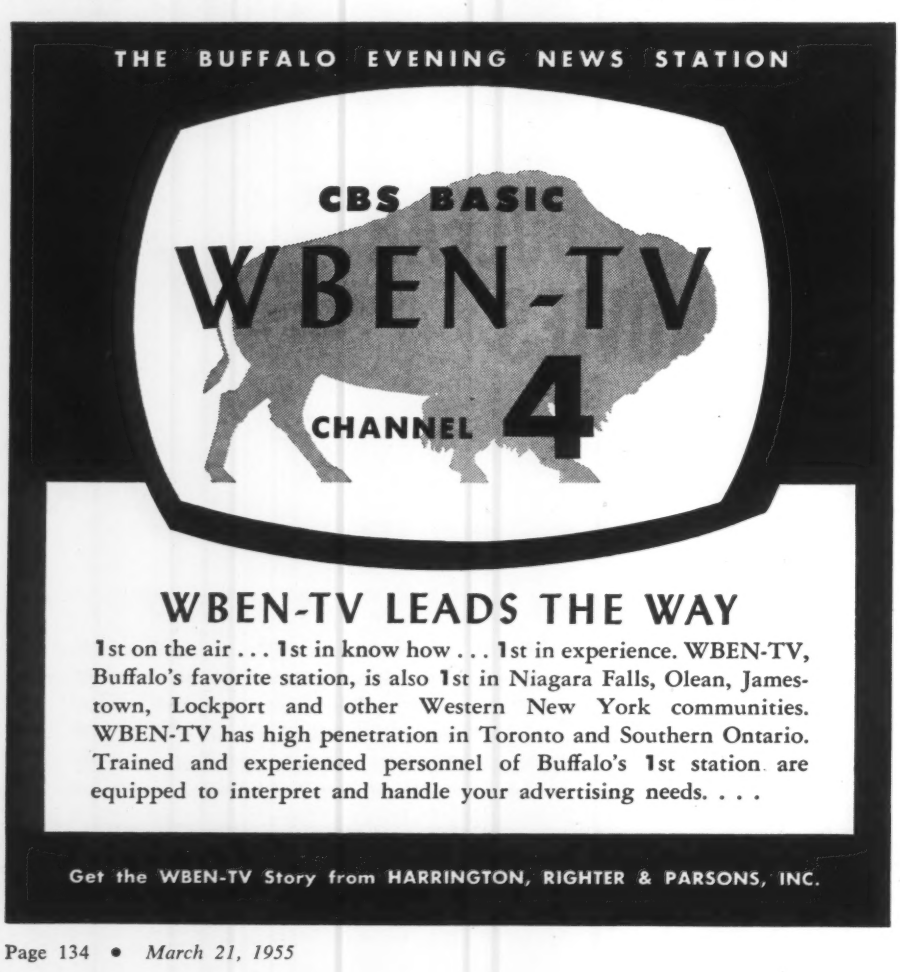
Scottsbluff†—
KSTF (10) 8/18/54-6/1/55

NEVADA

Henderson†—
► **KLRJ-TV (2)** NBC; Pearson; 28,200

Las Vegas—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244

Reno—
► **KZTV (8) ABC, CBS, NBC, DuM;** Pearson; 17,250


THE BUFFALO EVENING NEWS STATION
CBS BASIC
WBEN-TV
CHANNEL 4
WBEN-TV LEADS THE WAY
1st on the air . . . 1st in know how . . . 1st in experience. WBEN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs. . . .
Get the WBEN-TV Story from HARRINGTON, RIGHTER & PARSONS, INC.

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
►WMUR-TV (9) ABC, DuM; Weed; 381,338
Mt. Washington†—
►WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
►WRTV (58) 6,000
Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
►WATV (13) Petry; 4,290,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
►KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
►KOB-TV (4) NBC; Branham; 55,630
►KGGM-TV (13) CBS; Weed; 55,630
Roswell†—
►KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
►WROW-TV (41) ABC, CBS, DuM; Bolling; 152,000
WTRI (35) See footnote (c)
WTVZ (*17) 7/24/52-Unknown
Binghamton—
►WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 321,490
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Buffalo—
►WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 452,256. See footnote (a).
►WBUF-TV (17) 170,000
►WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 455,043. See footnote (a).
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
►WCNY-TV (7) CBS, ABC, DuM; Weed; 60,960
Elmira—
WTVE (24) See footnote (c)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Kingston—
►WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 28,500
Lake Placid †(Plattsburg)—
►WIRI (5) DuM; McGillvra; 80,740
New York—
►WABC-TV (7) ABC; Weed; 4,290,000
►WABD (5) DuM; Avery-Knodel; 4,290,000
►WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
►WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
►WPIX (11) Free & Peters; 4,290,000
►WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
►WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
►WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 300,000
►WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
►WVET-TV (10) ABC, CBS; Bolling; 281,790
Schenectady (Albany, Troy)—
►WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 419,000
Syracuse—
►WHEN-TV (8) ABC, CBS, DuM; Katz; 361,220
WHTV (*43) 9/18/52-Unknown
►WSYR-TV (3) NBC; Harrington, Righter & Parsons; 361,220
Utica—
►WKTV (13) ABC, CBS, NBC, DuM; Cooke; 159,100

NORTH CAROLINA

Asheville†—
►WISE-TV (62) CBS, NBC; Bolling; 37,000
►WLOS-TV (13) ABC, DuM; Venard; 298,130
Chapel Hill†—
►WUNC-TV (*4)
Charlotte—
►WQMC (36) ABC, NBC; Bolling; 56,338
►WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 466,402
Durham—
►WTVD (11) ABC, NBC; Headley-Reed; 207,760
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
►WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 301,108
Greenville—
►WNCT (9) ABC, CBS, NBC, DuM; Pearson; 102,770
New Bern†—
Nathan Frank (13) 2/9/55-Unknown
Raleigh—
►WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440
Washington†—
WITN (7) 10/27/54-Unknown
Wilmington†—
►WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown
Winston-Salem—
►WSJS-TV (12) NBC; Headley-Reed; 257,600
►WTOB-TV (26) ABC, DuM; H-R; 86,200

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,261
Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
►KXJB-TV (4) CBS, DuM; Weed; 69,981

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
►WICA-TV (15) 116,285
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
►WCET (*48) 2,000
►WCPO-TV (9) ABC, DuM; Branham; 724,140
►WKRC-TV (12) CBS; Katz; 662,236
►WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
Cleveland—
WERE-TV (65) 6/18/53-Unknown
►WEWS (5) ABC, DuM; Branham; 1,077,580
WHK-TV (19) 11/25/53-Unknown
►WNBK (3) NBC; NBC Spot Sls.; 1,164,000
►WXEL (8) CBS; Katz; 1,089,000
Columbus—
►WBNS-TV (10) CBS; Blair; 427,239
►WLWC (4) NBC; WLW Sls.; 350,800
WOSU-TV (*34) 4/22/53-Unknown
►WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
►WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
►WLWD (2) ABC, NBC; WLW Sls.; 321,000
Elyria†—
WEOL-TV (31) 2/11/54-Unknown
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
►WLOK-TV (73) NBC; H-R; 71,285
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 149,000
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588
Zanesville—
►WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
►KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid—
►KGEO-TV (5) ABC; Pearson; 174,780
Lawton†—
►KSWO-TV (7) DuM; Pearson; 54,540
Muskogee†—
►KTVX (8) ABC, DuM; Avery-Knodel; 248,750
Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
►KTVQ (25) ABC; 167,381
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 313,060
Tulsa—
KCEB (23) See footnote (c)
►KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
►KVOO-TV (2) NBC; Blair; 248,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 40,109
Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Summer '55
Medford—
►KBES-TV (5) CBS; Hoag-Blair, Blair-Tv; 26,750
Portland—
►KLOR (12) ABC; Hollingbery
►KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
►KPTV (27) NBC; NBC Spot Sls.; 240,806
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
►WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 490,528

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Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53-Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 61,670
Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 859,470
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448
WWLA (21) 5/7/53-Unknown
Lebanon†—
WLBR-TV (15) See footnote (c) (expects to be back on air April 1)
New Castle—
WKST-TV (45) See footnote (c)
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 2,035,222
Pittsburgh—
► KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 425,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370
Scranton—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 210,000
► WTVU (73) Everett-McKinney; 250,000
Sunbury†—
Sunbury Bcstg. Corp. (38) 2/9/55-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 235,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 95,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002
► WNET (16) ABC, CBS; Raymer; 88,000
WPRO-TV (12) Blair; 9/2/53-3/27/55 (granted STA March 2)

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 127,400
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 166,528
► WUSN-TV (2) NBC; H-R; 138,500
Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 76,000
► WIS-TV (10) NBC, DuM; Free & Peters; 153,964
► WNOK-TV (67) CBS; Raymer; 78,000
Florence—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340
Greenville—
► WFBC-TV (4) NBC; Weed; 315,717
► WGVL (23) ABC, DuM; H-R; 113,000
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55
Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 112,387

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 127,348
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
► WDXI-TV (7) CBS; Burn-Smith
Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 103,970
WBIR-TV (10) Initial Decision 1/5/55
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890
Memphis—
► WHBQ-TV (13) CBS; Blair; 343,078
► WMCT (5) ABC, NBC, DuM; Branham; 343,078
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 234,750
► WSM-TV (4) NBC, DuM; Petry; 234,750
Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 237,400

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 43,620
Amarillo—
► KFDA-TV (10) ABC, CBS; H-R; 68,686
► KGNC-TV (4) NBC, DuM; Katz; 68,686
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 106,876
Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/1/55
Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55
Corpus Christi†—
► KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 38,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 456,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 456,000
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 65,878
► KTSM-TV (9) NBC; Hollingbery; 63,868
Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 455,000
KFJZ-TV (11) H-R; 9/17/54-Spring '55
Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000
Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 48,215
Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 396,000
► KTRK-TV (13) ABC, DuM; Blair; 396,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 45,628
Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 75,164
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 75,164
Lufkin†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 245,633
► WOAI-TV (4) ABC, NBC, DuM; Petry; 244,350
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 109,342
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 112,440
Tyler†—
KETX (19) See footnote (c)
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 80,294
Waco†—
► KANG-TV (34) CBS, ABC, DuM; Raymer; 46,965
KWTX-TV (10) Pearson; 12/1/54-April '55
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 48,215
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 88,430
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 89,750

UTAH

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 170,400
► KTVT (4) NBC; Katz; 170,400
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC; Weed; 121,639

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 131,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

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the Southwest's
BOOMING
3 IN 1
MARKET

WHAT a market KROD-TV covers! El Paso and West Texas... 5th market in Texas! Southern New Mexico ...rich in agriculture and atomic development! Juarez, Mexico... tourist-rich, English-speaking largest Mexican city on the U. S. border (est. population 175,000.)

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Affiliated with KROD-600kc—5,000 watts
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Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by The BRANHAM Co.

Harrisonburg—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 104,570
Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 201,000
Newport News —
►WACH-TV (33) Walker
Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 352,962
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
►WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 484,695
Richmond Tv Corp. (12) Initial Decision 2/21/55
Roanoke—
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 325,769

WASHINGTON

Bellingham—
►KVOS-TV (12) CBS, DuM; Forjoe; 158,653
Pasco†—
►KEPR-TV (19) 47,567 (satellite of KIMA-TV Yakima)
Seattle (Tacoma)—
►KING-TV (5) ABC; Blair; 422,200
►KOMO-TV (4) NBC; Hollingbery; 422,200
►KCTS (*9)
KCTL (20) 4/7/54-Unknown
Spokane—
►KHQ-TV (6) NBC; Katz; 108,503
►KREM-TV (2) ABC; Petry; 99,247
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 99,553
Tacoma (Seattle)—
►KTVW (13) Barry, N. Y.; Clark, Chicago; 422,200
►KTNT-TV (11) CBS, DuM; Weed; 422,200
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
►KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 47,567

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
►WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
WJPB-TV (35) See footnote (c)
Huntington—
►WSAZ-TV (3) NBC, ABC; Katz; 512,460
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
►WOAY-TV (4) ABC; Weed
Parkersburg—
►WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) NBC, ABC; Hollingbery; 306,000
►WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
►WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC; Headley-Reed; 3/10/54-4/14/55
►WMBV-TV (11) See Marinette
La Crosse†—
►WKBT (8) ABC, CBS, NBC, DuM; Raymer; 55,000
WTLB (38) 12/16/53-Unknown
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 103,000
►WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette†— (Green Bay)—
►WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
WCAN-TV (25) See footnote (c)
►WXIX (19) CBS; CBS Spot Sls.; 393,255
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 755,691
►WTVW (12) ABC, DuM; Petry
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
►KDAL-TV (3). See Duluth, Minn.
Wausau—
►WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 56,300

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
►KENI-TV (2) ABC, CBS; Weed; 15,000
►KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
KFAR-TV (2) ABC, CBS; Weed; 7/1/53-Unknown (granted STA Feb. 15)
►KTVF (11) DuM; Alaska Radio-Tv Sales

HAWAII

Hilo†—
KHBC-TV (9) 1/19/55-Unknown
Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 65,000
►KONA (11) NBC; NBC Spot Sls.; 69,000
►KULA-TV (4) ABC, DuM; Young; 69,000
Wailuku†—
KMAU (3) 1/19/55-Unknown

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
►WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
►CHCT-TV (2) CBC; All Canada, Weed; 13,000
Edmonton, Alta.—
►CFRN-TV (3) CBC; Radio Rep., Young; 15,000
Halifax, N. S.†—
►CBHT (3) CBC, CBS
Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 120,000
Kingston, Ont.†—
►CKWS-TV (11) Weed; 30,000
Kitchener, Ont.—
►CKCO-TV (13) CBC; Hardy, Weed; 139,539
London, Ont.—
►CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
►CBFT (2) CBC French; CBC; 221,216
►CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
►CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
►CFPA-TV (2) CBC; All-Canada, Weed; 6,000
Quebec City, Que.—
►CFCM-TV (4) CBC; Hardy, Weed; 6,000
Regina, Sask.†—
►CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
►CJBR-TV (3) CBC; Stovin, Young; 7,000
St. John, N. B.†—
►CHSJ-TV (4) CBC; All-Canada, Weed; 22,638
Saskatoon, Sask.†—
►CFQC-TV (8) CBC; Radio Rep., Young; 11,000
Sault Ste. Marie, Ont.†—
►CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
►CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 14,545
Sydney, N. S.†—
►CJCB-TV (4) Weed; 17,426
Toronto, Ont.—
►CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
►CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
►CKLW-TV (9) CBC, DuM; Young; 1,496,000
Winnipeg, Man.†—
►CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
►XETV (6) Weed; 296,402

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

MARCH

March 21: Deadline, Entries for Art Directors Club of New York advertising and editorial art competition, New York.
March 21: RAB Clinic, Albuquerque, N. M.
March 21: BMI Clinic, Emerson Hotel, Baltimore.
March 21: BMI Clinic, Cornhusker Hotel, Lincoln, Neb.
March 21-23: CARTB meeting, Chateau Frontenac Hotel, Quebec City.
March 21-24: Institute of Radio Engineers Convention, Kingsbridge Armory, Bronx, N. Y.
March 22: RAB Clinic, Amarillo, Tex.
March 23: RAB Clinic, Oklahoma City.
March 23: BMI Clinic, Leland Hotel, Springfield, Ill.
March 23: BMI Clinic, Hershey Hotel, Hershey, Pa.
March 24: RAB Clinic, Tulsa, Okla.
March 24-25: Illinois Institute of Technology Educational Tv Conference, Chicago.
March 25: RAB Clinic, Little Rock, Ark.
March 25: BMI Clinic, Plankinton Hotel, Milwaukee.
March 27: Arkansas Broadcasters Assn. meeting, Hotel Marion, Little Rock.
March 28: BMI Clinic, Andrew Jackson Hotel, Nashville, Tenn.
March 29: Kentucky Broadcasters Assn. spring meeting, Brown Hotel, Louisville.
March 30: BMI Clinic, Brown Hotel, Louisville, Ky.
March 31: Deadline, RAB's "Radio Gets Results" contest, New York.

APRIL

April 1: Deadline, Entries for Education Writers Assn. awards, New York.
April 1: Pennsylvania AP Radio Assn. meeting, WQAN-WEJL theatre studio, Scranton.
April 1: BMI Clinic, Floridian Hotel, Tampa.
April 4: RAB Clinic, Billings, Mont.
April 5: RAB Clinic, Boise, Idaho.
April 6: RAB Clinic, Portland, Ore.
April 7: RAB Clinic, Spokane, Wash.
April 8: RAB Clinic, Seattle, Wash.
April 8-9: Alabama Broadcasters Assn. meeting, Whitney Hotel, Montgomery.
April 13-15: National Federation of Adv. Agencies Inc. meeting, Escape Hotel, Ft. Lauderdale, Fla.
April 15: Deadline, Nominations for Advertising Hall of Fame, New York.
April 15: Nebraska Broadcasters Assn. meeting, Hotel Madison, Norfolk.
April 15: BMI Clinic, Skirvin Hotel, Oklahoma City.
April 15-16: Spring Technical Conference, Cincinnati section of Institute of Radio Engineers, Engineering Society of Cincinnati Bldg.
April 17-22: Inside Advertising Week, Hotel Biltmore, New York.
April 17: BMI Clinic, Hotel Lamer, Salina, Kan.
April 18: New York State Assn. of Radio and Television Broadcasters meeting, Utica.
April 18: RAB Clinic, Milwaukee.
April 18: BMI Clinic, Hotel Utica, Utica, N. Y.

BROADCASTING TELECASTING *subscription order blank*

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

The Editing Function

IN RECENT months a number of broadcasters have asked us to "do something" to discourage record companies from distributing off-color rhythm and blues selections. These broadcasters complain that the growing incidence of smut in R&B releases has obliged them to listen to records before playing them on the air.

We have politely declined to "do something" because even if there were something we could do, and we are not at all sure there is, we would feel foolish suggesting that the record companies assume a function that is the broadcaster's and his alone.

It is not up to the record company to decide what any radio station will broadcast. That is a matter for decision by the station licensee or his hired management. If record companies are releasing smut, and unquestionably they are, it will be the broadcaster's fault—not the record companies'—if that smut gets on the air.

The practical fact is that record companies are in business to make records which will sell in profitable numbers. In today's market, rhythm and blues records, including those with shady words or treatments, apparently are selling well. It is not to defend the record companies on ethical grounds to say that they will go on releasing sexy R&B tunes as long as the public buys them.

Now if R&B records are selling in the record shops, it must be because they are being promoted. As everyone knows, the basic promotional medium used by record companies is radio. It does not take a Harvard logician to deduce that at least some radio stations must be playing the very records about which some broadcasters complain.

The best way for broadcasters to "do something" about smutty records is to prevent their presentation on the air. And the act of prevention, we respectfully suggest, does not impose a particularly cruel burden on the broadcaster.

The editors of every respectable magazine and newspaper insist upon inspecting every word of copy before it gets into print. Is it unjust to ask that broadcasters do as much to examine program materials before air time?

When broadcasters complain that the R&B trend is forcing them to audition records, they are implying that until the R&B problem came along they were broadcasting material without prior editorial evaluation. In such haphazard hands, radio stations face a questionable future.

Late for Bait

TWENTY-FOUR radio and television stations in and around New York have adopted a code to curb "bait-and-switch" advertising—which all of them must have known all along was disreputable.

The New York code would have deserved more respect if it had been adopted in time to prevent the abuses which by last week had led to a Brooklyn grand jury indictment of several baiters and switchers and to a special investigation of the problem by the governor of New York.

If broadcasters hope to persuade the public that they can regulate themselves, they will have to do the regulating before the cops are called.

Big Week

LAST week was a big one for this business of broadcasting. By the grace of Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate Commerce Committee, and the fast footwork of a few energetic broadcasters, the threat of another tv freeze was averted, and an abortive move toward helter-skelter deintermixture of uhf and vhf in possibly 22 markets was nipped.

It was a big week too because it saw the confirmation, without opposition, of George C. McConnaughey as chairman of the FCC, after having languished in the Senate for six months. This delay has had a depressing effect upon the FCC. Mr. McConnaughey now has the opportunity to move ahead, as chairman in his own right, and without a political Sword of Damocles dangling precariously over him.

It was Chairman Magnuson who advised the FCC, by way of the CBS-TV network (*Face the Nation,* Sunday, March 13), that he had no stomach for another tv freeze, or even a "chill." When the FCC met Monday, any support that may have been engendered for the staff-recommended freeze evaporated. And along with it the concomitant plan to jam through a deintermixture project that would have brought atomic repercussions.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"She refuses to let you operate until you call in the Medic *cast for consultation!"*

Sen. Magnuson's outspoken opposition to the staff-recommended freeze sent a dozen broadcasters scurrying to Washington—broadcasters who would have been caught in any move to retain the *status quo* in vhf. The upshot was the FCC majority's relatively *pro forma* report to the Senate Committee in answer to the Plotkin-Jones Report, which provides the suggested alternative of giving the Commission funds with which to conduct a network "study," or of having the FCC stand by until the Magnuson Committee completes its projected full-dress study. Otherwise, the efforts would be duplicated, at taxpayers' expense.

The FCC majority's report now makes sense. But does it come too late? The FCC in the past has asked Congress to give it funds to study the network and related situations. Congress heretofore has been so economy-minded that it hasn't made the funds available. And it isn't likely to do it now, since the Magnuson Committee already has budgeted most of its $200,000 investigation fund for the network-tv study.

Meanwhile, the FCC cannot stand still, awaiting instructions from Congress—instructions that cannot conceivably be voiced legislatively for months. It must consider, on a case-to-case basis, those petitions for deintermixture via rule-making. It can look into AT&T line charges, and it must consider policy-making on subscription tv and the increasingly vexatious problem of community antenna systems, which have sprouted almost everywhere.

Last week was a big one for the broadcasters. There are many big ones ahead.

Expanding Markets

FOR the maker of goods and the supplier of services, the past decade has created tremendous new markets in America. In 10 years sleepy towns have exploded into major cities, whole regions have been made over by population and production growth.

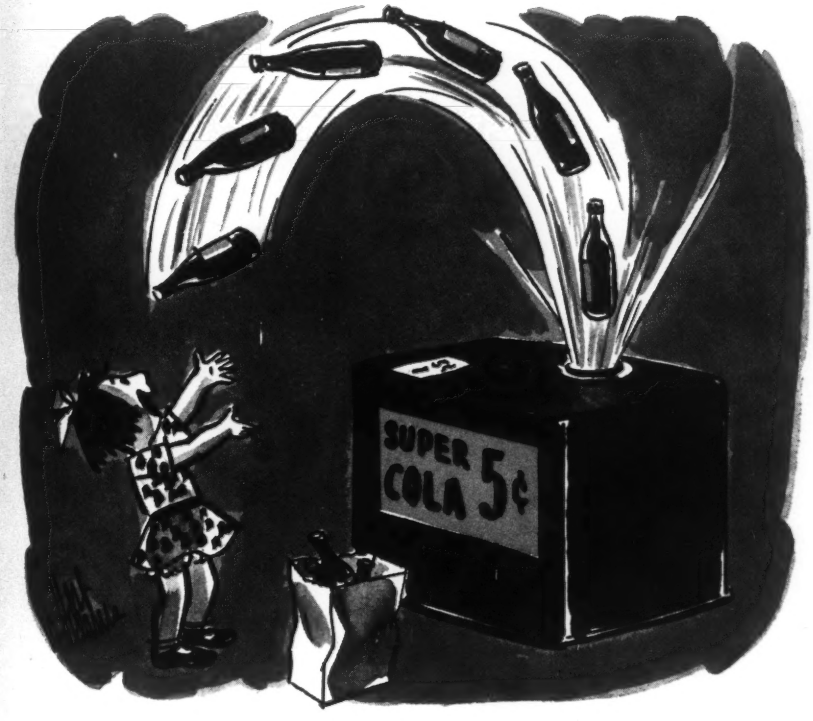
Anyone seeking to exploit these new markets must use the best available avenues of advertising. The two best, particularly in today's suburbanized and spreading cities, are radio and tv.

It is to emphasize the significance of the vast expansion of U. S. markets that B•T has undertaken its continuing series, of which an article on the Carolinas appears in this issue. The expanding markets of the U. S. present a real opportunity for alert advertisers —and for radio and tv.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

DELIVERS MORE FOR THE MONEY



These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this independent inland area — separated from the Coast by mountains — the Beeline taps a net effective buying income of nearly $4 billion. *(Sales Management's 1954 Copyrighted Survey)*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA

Paul H. Raymer Co., National Representative